

Victoria Management School

TOUR 104 THE BUSINESS ENVIRONMENT OF TOURISM

Trimester One 2011

COURSE OUTLINE

COURSE CO-ORDINATOR

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ADMINISTRATOR

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Trimester Dates:

Monday 28th February to Friday 3rd June 2011

Teaching Period:

Teaching Period: Monday 28th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Saturday 2nd July (inclusive)

Class Times and Room Numbers

Lectures: Tuesday and Friday

Time and Venue: 15:10-16:00 in Hugh McKenzie Lecture Theatre 105 (HMLT105)

Tutorials: The scheduled tutorial dates and times will be announced in the first lecture. The allocation of students to tutorial groups will be managed via an online sign-up system called “s-cubed”. **Please consult page 4 of this course outline for more details.**

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
2. The standard last date for withdrawal from this course is 14 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an *'Application for Associate Dean's Permission to Withdraw Late'* including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

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 is just that there are more tourists and destinations today. However, what is important is understanding why consumers go on holiday and what they do. This course aims to explain that 'why' by using the process of trend identification and analysis. This process is an examination of the causes, speed of development and impact they may have by 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 attributes
1- Providing a systematic basis on which to evaluate the factors in the macro environment influencing the past, present and future development of tourism	<i>Critical Thinking:</i> <ul style="list-style-type: none">• Achieve a critical appreciation of a systematic approach to the study of tourism and the macro environment <i>Creative Thinking:</i> <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	<i>Critical Thinking</i> <ul style="list-style-type: none">• The use of imagery as a simple measurement and distinguishing factor <i>Communication:</i> <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	<i>Critical Thinking</i> <ul style="list-style-type: none">• Make connections between different concepts and examples <i>Communication:</i> <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	<i>Critical Thinking</i> <ul style="list-style-type: none">• Evaluate the merits and process of undertaking a macro environmental analysis <i>Creative Thinking</i> <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.

Expected Workload

Students can expect the workload to be approximately 13 hours per week of student work, including both scheduled contact time (lectures, tutorials) and outside class. Work outside of class will include readings provided in support of lectures and tutorials as well as essay preparation. Undergraduate courses in tourism management are 20 point courses.

Course Programme

The course objectives are pursued by an integrated programme of lectures, tutorials, written assignments, and wider reading.

Lectures are held 15:10–16:00 on Tuesdays and Fridays in HMLT105 (Hugh McKenzie Lecture Theatre 105). Students are expected to attend all lectures. Key themes will be introduced in lectures and followed up by discussion in tutorials and by reference to the wider literature. Important announcements concerning the course will also be made in lectures.

Tutorials are a key part of the learning process and active participation in them is expected – the more you put in, the more you will get out of this course. Attendance at tutorials is also required to complete terms. **You must attend 8 out of 10 tutorials to complete the course.** Furthermore, you must always attend your allocated tutorial session; if you attend a different session, your attendance will not be recorded. Exemption from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

Tutorials start in the second week of the course and tutorial times will be announced in the first lecture.

Tutorials: Students can sign up for tutorials via an online sign-up system called **s-cubed** at <https://signups.victoria.ac.nz> and enter your SCS username and password to log into the system.

This online signup system is available around the clock over the Internet. You must use s-cubed to sign up for a TOUR 104 tutorial **before midnight on Thursday 3rd March 2011**. Allocations are on a first come, first served basis so you are encouraged to sign up early. You can go back into s-cubed and change your tutorial as long as places are available but all changes must be made by midnight 3rd March.

Confirmation of your tutorial group will be posted on Blackboard by midday Friday 4th March 2010 as well as on the Tourism Management notice board on Level 2 of the Murphy Building (Kelburn Campus).

If you miss the Thursday 3rd March tutorial enrolment deadline you will need to contact the Tourism Management Administrator (helen.jiang@vuw.ac.nz). Your email should state why you were not able to sign up on time using the online system, along with other relevant documentation such as a medical certificate etc. You should detail all the tutorial times you can make and you will then be allocated into a tutorial which has space. There is **NO GUARANTEE** that you will get your preferred tutorial time. If there are 'exceptional circumstances' why you require a particular tutorial session these should be set out in the email.

If you have any serious problems about the allocations of tutorial spaces please contact the Tourism Management Administrator Helen Jiang ASAP (helen.jiang@vuw.ac.nz).

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

Collier, A. & Brocx, B.M. (2004) Tourism Industry Management. Pearson Education, Auckland. See chapter 4 by A. Jolliffe 'The macro environment of tourism'

Conrady, R. & Buck, M. (2007) Trends and Issues in Global Tourism 2007. Springer, Berlin.

Gore, A. (2006) An Inconvenient Truth: The planetary Emergency of Global Warming and what we can do about it. Rodale Press, Emmaus.

Mak, J. (2004) Tourism and the Economy: Understanding the Economics of Tourism. University of Hawai'i Press, Honolulu

McClure, M. (2004) The Wonder Country: Making New Zealand Tourism. Auckland University Press

Tribe, J. (2005) The Economics of Recreation, Leisure and Tourism. Third edition. Elsevier, Oxford. Chapters on economics, political, socio-cultural and technological factors.

Schott, C. (2010) Tourism and the Implications of Climate Change: Issues and Actions. Emerald.

Weaver, D. & Lawton, L. (2005) Tourism Management. Third edition. John Wiley & Sons, Milton. Chapter 3 includes factors associated with increased tourism demand.

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

Course Programme

	Date	Lectures*	Tutorial
		Tuesday: 15:10 – 16:00 (HMLT105) Friday: 15:10 – 16:00 (HMLT105)	
1	Tues 01 Mar	Course Introduction: The Macro Environment	Sign up for a tutorial; no tutorials this week
	Fri 04 Mar	Consumer Trends that shape World Tourism	
2	Tues 08 Mar	Guest Speaker: Dr Mondher Sahli, Economist, <i>Economic Trends & Tourism I</i>	Brainstorming the trends that you think will shape the future using a PESTLE analysis
	Fri 11 Mar	Guest Speaker: Dr Mondher Sahli, Economist, <i>Economic Trends & Tourism II</i>	
3	Tues 15 Mar	Guest Speaker: Dr Mondher Sahli, Economist, <i>Economic Trends & Tourism III</i>	Economics seminar
	Fri 18 Mar	Guest Speaker: Markus Landvogt, Tourism Strategy Group <i>The key economic drivers of tourism to NZ</i>	
4	Tues 22 Mar	Guest Speaker: Tourism New Zealand <i>Why do Tourists come to New Zealand?</i>	Using metaphors to analyse tourism destinations and mind/brand mapping *progress on assignment #1
	Fri 25 Mar	How History is Important? Place and Culture	
5	Tues 29 Mar	Social Trends: The Experience Economy	Clustering key demographic trends
	Fri 01 Apr	Social Trends: From Mickey Mouse to Real Experiences	
6	Tues 05 Apr	Demographics: The Grand Traveller, Children as the new Luxury Product and Singletons	What is an authentic experience and cultural capital
	Fri 08 Apr	Environmental Trends: An Inconvenient Truth . Video presentation based upon Al Gore's award winning film	
	Fri 08 Apr	ASSESSMENT 1 – CREATIVE REFLECTION	
7	Tues 12 Apr	Environmental Trends: An Inconvenient Truth . Video presentation based upon Al Gore's award winning film	Discussion about climate change
	Fri 15 Apr	Scarcity of Resources and other Environmental Trends	
MID-TRIMESTER BREAK (18th April to 1st May)			
8	Tues 3 May	The Darker Side of Tourism	Assignment 1 feedback and discuss progress on essay #2
	Fri 6 May	Guest Speaker: Dr Ian Yeoman, Futurologist, <i>The Economics of Consumerism: Luxury Markets and Space Travel</i>	
9	Tues 10 May	Political Trends: Living with Uncertainty and Fear	Dilemma's: Ethics and morality of tourism
	Fri 13 May	Guest Speaker: Dr Ian Yeoman, Futurologist, <i>Technology Trends: The Future of Tourist Information: iPhone or iSite</i>	
10	Tues 17 May	Science: Discovery, Wellness and Medical Tourism	No tutorial
	Fri 20 May	Guest Speaker: Arthur Klap, Chief Executive Winter Games NZ <i>Event tourism – a key tourism driver</i>	
	Fri 20 May	ASSESSMENT 2 - EXTERNAL FACTORS	
11	Tues 24 May	Refresher: Trends shaping the future consumer; political, environmental, social and technology	Luxury markets and the changing meaning of tourism
	Fri 27 May	Sports Tourism: Present and futures	
12	Tues 31 May	General Revision	Revision and exam preparation
	Fri 03 June	General Revision and Exam Preparation	

- 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	20%	8 th April 2011
2. External factors assessment	30%	20 th May 2011
3. Final examination	50%	11 th June to 30 th June 2010

1: Creative Reflection (Who am I) 20% (1,000 words)

Due date: 3 pm, Friday 8th April 2011

If you were a city somewhere in the world, who would you be and why?

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

The objective of this essay is the use of critical, creative and reflective thinking to assess why destinations are per se and what are the underlying trends that shape place or the destination 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, pp.134-147)

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

2: External Factors Assessment 30% (2,500 words)

Due date: 3 pm, Friday 20th May 2011

Undertake a systematic analysis of how different external factors can influence a tourist experience in New Zealand and discuss implications for the future.

The objective of this assessment is to explore a range of macro environmental factors (three) that shape tourist experiences in New Zealand. (The analysis must include a variety of factors such as economic, demographic, social, environmental, political, and technological).

- Identify three types of external factors and how they influence a tourist experience and outline the ways in which these influences occur. Illustrate your answers with trend graphs and data sources.
- Evaluate how these factors will shape the future of this tourist experience and related products.
- You should refer to specific examples to explain your points. Rather than just describing each example, you should *analyse* the examples. Look for similarities and differences between the factors. For example, did they influence the tourist experience in the same way? Are there different trends for different external factors or are there similarities?
- Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively.

- Your points should be supported by reference to the literature; this may include textbooks, academic journals, trade papers, official reports, the web/internet.
- Use the *Tourism Management Style Guide* for guidance on writing style and referencing.
- Further guidelines for this assignment and a range of recommended readings will be available on Blackboard. The assignment will also be discussed in tutorials.

This assignment assesses your achievement of course objective 1, 2, 3, and 4 and of skills 1, 2, 3 & 4.

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 for this course will be scheduled at some time during the period from Friday 10 June – Saturday 2 July 2011; details will be given at a later date.

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 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.

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.

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 **ten** 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.

Policy on Remarking

Every attempt is made to ensure that the marking is consistent across tutors and fair to students. In TOUR 104, the course coordinators – who also tutor in this course – will moderate the essay grading process so that it is fair to students. If you have a question about your grade, first talk to your tutor and then to a TOUR 104 course coordinator. As per FCA policy, students may ask for their written work to be remarked. A course coordinator will do the remarking and provide comments.

Application for remarks must be made within 5 days after the marks are available. To apply for a remark, complete the request for re-examination of assessed work form (see the assessment area of Blackboard) stating which sections you wish re-examined. Write on why you think the mark does not, in your view, fairly reflect the quality of your work. Hand this with your assignment to the Tourism Management Administrator Helen Jiang in RH927, 9th floor of Rutherford House at Pipitea Campus. Allow up to 5 working days for remarking to be completed.

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, e.g. 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.

Class Representatives

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

Find key dates, explanations of grades and other useful information at

www.victoria.ac.nz/home/study.

Find out about academic progress and restricted enrolment at

www.victoria.ac.nz/home/study/academic-progress.

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at

www.victoria.ac.nz/home/study/calendar (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at

www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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/