

Victoria Management School

TOUR 301 TOURISM PLANNING AND POLICY

Trimester Two 2011

COURSE OUTLINE

COURSE COORDINATOR

Associate Professor Ian Yeoman

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LECTURER

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TUTORIAL ASSISTANT (for tutorial and assignment related matters)

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ADMINISTRATOR

Helen Jiang

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Trimester Dates

Teaching Period: Monday 11 July – Friday 14 October

Study Period: Monday 17 October – Thursday 20 October

Examination Period: Friday 21 October – Saturday 12 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 22 July 2011.
2. The standard last date for withdrawal from this course is 23rd September 2011. 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.

Class Times and Room Numbers

Wednesday 15.40 – 12.20 GBLT4

Friday 15.40 – 12.20 GBLT4

The above times indicate 2 hours of lectures per week, in addition to 10 tutorials and a field visit to Parliament on 29th July 2011. Attendance at all lectures is strongly recommended whilst lecture notes will be posted on Blackboard, these notes are incomplete and students need to attend the lecture or do the suggested reading to be able to fill the gaps in the lecture notes. For tutorials students will be allocated readings, questions and/or activity prior to attendance which must be prepared and answered.

Tutorial Group Allocation

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 of at least eight tutorials is also required to complete terms. 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 (contact both your tutor and the Tutorial Assistant Bob Capistrano in this case). Tutorials start in the second week of the course and tutorial times will be announced in the first lecture. Tutorials will be held during 10 of the 12 weeks. Tutorial sign up will be via an online signup system called **s-cube** (<https://signups.victoria.ac.nz>). Instructions on how to sign up are at the end of this Course Outline.

This online signup system is available around the clock over the Internet. You will be able to login and signup (or change your signup) anytime **between Wednesday 13th July 2pm and Wednesday 20th July 2pm**. Allocations are on a first come, first served basis so you are encouraged to sign up early. You can go back into s-cube and change your tutorial as long as places are available at the close date

If you miss the 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 attend and you will then be allocated a tutorial.

There is **NO GUARANTEE** that you will get your preferred tutorial time.

Course Content and Delivery

This paper aims to help students develop the skills and knowledge necessary to understand and critically analyse tourism public policy, planning and processes within a New Zealand and wider context. The theoretical and applied emphasis is on developed countries with advanced democracies, thus allowing the student to observe and understand examples of best practice and good governance. The *course delivery* consists of lectures and tutorials that are delivered in a logical sequence in order that the student can grasp basics of policy and planning in context. The central theme running through the course, from a pedagogical perspective is developing students skills in applying policy and planning frameworks, hence the paper uses Scenario Planning and Soft Systems Methodology as envisioning and analysis tools. Given the location of Victoria University of Wellington, a number of guest speakers from government departments,

industry associations and local government discuss the key issues and challenges in tourism policy and planning.

	Lecture	Lecturer	Tutorial
Wk 1. 13-Jul	Introduction to Course	IY	No tutorials
15-Jul	The Tourism Economy: Policy, Planning Frameworks and Theories	IY	
Wk 2. 20-Jul	Guest Speaker: Kelvin Davis MP - Labour Party Policy on Tourism	IY	The role of briefing papers
22-Jul	Guest Speaker: Dr. Julia Albrecht, Victoria University of Wellington - Political Theory and Negotiation	IY	
Wk 3. 27-Jul	The Role of Government, Public Servants and Policy Instruments	HS	Visit to Parliament
29-Jul	Visit to Parliament	IY/HS	
Wk 4. 3-Aug	Introduction to Scenario Planning	IY	Writing briefing papers
5-Aug	Guest Speaker: Catherine Leiming, Ministry of Foreign Affairs & Trade - Politicking - What Really Happened at Copenhagen?	IY	
Wk 5. 10-Aug	Soft Systems Methodology as a Policy Analysis Tool	IY	Scenario planning in action
12-Aug	Multi Stakeholder Perspectives: A Case Study	IY	
Wk 6. 17-Aug	The Planning Function in Government	IY	SSM - A Policy Analysis Tool in Action
19-Aug	Guest Speaker: Simon Wallace, Policy and Research Manager, Tourism Association of New Zealand - The Role of Policy in New Zealand	IY	
Inter Semester Break			
Wk 7. 7-Sep	The Resource Management Act, Local Government and Tourism	HS	SSM - A Policy Analysis Tool in Action
9-Sep	Topical Issue: Wellington Waterfront	HS	
Wk 8. 14-Sep	Conservation, National Parks and the Environment	HS	Case Study: Ecotourism 1
16-Sep	Topical Issue: National Parks and Freedom Camping	HS	
Wk 9. 21-Sep	Destination Planning	IY	Assignment workshop - iterative feedback
23-Sep	Guest Speaker: Philippa Bowron, Wellington City Council - Wellington 2040	IY	
Wk 10. 28-Sep	Gaming: Policy and Planning Issues	IY	Case Study: Ecotourism 2
30-Sep	Debate: Tourism in Macao	IY	
Wk 11. 5-Oct	Student Presentations	HS / IY	Student presentations
7-Oct	Student Presentations	HS / IY	
Wk 12. 12-Oct	Course overview	HS / IY	No tutorials
14 -Oct	Case Study revision	HS / IY	

Course Learning Objectives

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>

Skill Development

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

1. Identify the key tourism policy and planning issues in New Zealand and the wider context.
2. Prepare policy briefing papers through taking a complex issue and distilling the pertaining points within the context of tourism.
3. Be aware of the political behaviours that occur in tourism policy and planning and role play.
4. Develop a tourism plan for a specific issue using scenario planning tools.
5. Critically assess, present and evaluate options relating to the key issues found in tourism policy and planning.
6. Enhance their analytical, team-building, class participation and presentation skills.

Expected Workload

TOUR 301 is a 20 point course which equates to 200 hours of study which equates to 13 hours of study per week spread of a 15 week period (the 12 teaching weeks, mid-trimester break, study week and the examination period). This learning period include 2 lectures and 1 tutorial per week, outside classroom contact time, students will be guided with readings for completion prior to tutorial, tasks related to assignments or preparation for guest speakers.

Group Work

15% of the course workload has a group work element. This relates to the preparation of a destination plan or analysis of a policy issue as selected by the student group and represents about 30 hours of study time. Other elements of the course including the student preparation assignments have a degree of collaboration as a process of reflective learning. You will be expected and encouraged to work in groups and assignments; however reports must be individual submissions. Collaboration on individual

assignments is not allowed beyond general discussion as to how one might interpret the nature of assignment questions. Peer and self-assessment will play a part in the learning process, but will not contribute directly towards the course grade.

Readings

There is no standard textbook for this course but readings will drawn from a number of sources including:

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

Dredge, D & Jenkins, J (2011) Stories of Practice Tourism Policy and Planning. Ashgate Publishers, Farnham (ebook)

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

Heijden, K. et al (2002) The Sixth Sense: Accelerated Organizational Learning with Scenarios. Wiley, Chichester.

Lindgren, M & Bandhold, H (2009) Scenario Planning. The Link Between Future and Strategy. 2nd Edition. Palgrave, Basingstoke.

Page, J, Yeoman, I, Connell, J & Greenwood, C (2010) Scenario Planning as a Tool to Understand Uncertainty in Tourism: The Example of Transport and Tourism in Scotland in 2025. *Current Issues in Transport*, Vol 13, No 2. pp99-137

Hicks, M (1991) Problem Solving in Business and Management: Hard, Soft and Creative Approaches. Chapman & Hall, London

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. Briefing Note to the Minister	15%	3.00pm on 12 th August
2. Destination Plan	35%	Oral Presentation – class schedule Written Report – 3pm on 12 th October
3 Exam	50%	Friday 21 st October – Saturday 12 th November (inclusive)

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

- 1. Briefing Note to the Minister** 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 being 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:

- **How will New Zealand's ageing population affect the future supply of labour in the hospitality industry**
- **Visa requirements for Chinese tourists**
- **The future of rail transport in Auckland**
- **Prospects for the New Zealand dollar**
- **Future of Arts Funding**
- **The role of the regional tourism organisations**
- **Concessions and the Department of Conservation**
- **Mining in National Parks**
- **Airport security**
- **The provision of tourism statistics and research with the Ministry of Economic Development**

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 3.00pm on Friday 12th August.**

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

This assignment relates to course objectives 1 and skills 1 and 2

- 2. Strategic Planning:** The second assignment involves the development of a strategic plan for a destination (or related theme i.e., events) anywhere in the world or addressing a policy based issue. **The issue or destination must be approved by tutorial lecturer.** 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.

- A) 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 allocated class presentation**

This assignment relates to course objectives 2 and skills 4, 5 and 6.

- B) 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 **3pm on 12th October**. 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.**

This assignment relates to course objectives 1, 2, 3 and skills 1, 3, 4, 5 and 6

- 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 11 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**.

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

Quality Assurance 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.

Penalties - for Lateness & Excessive Length of Assignments

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 (including weekends). **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**.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator before the due date. 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 duration of the illness. Please take note: workload pressures and computer problems are not a case for extension. Please submit late assignments to Room RH 927.

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**.

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 a course coordinator, 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 of the illness or event that prevented you from undertaking your academic studies. This can be applied retrospectively.

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 one of the course coordinators as soon as possible, and make application for waiver of a penalty as soon as practicable.

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.**

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 Friday 21 October – Saturday 12 November.

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 average "C" over all the assessment. Note this is a failing grade.

Remarking Policy

Students may ask for their written work to be remarked. Course instructors in tourism management put tremendous effort into the grading of student assignments. Students are encouraged to speak with the course coordinator if they believe that their mark is not an accurate reflection of the quality of their work.

Application for remarks must be made within 5 days after the marks are available. Allow up to 5 days for remarks 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 online VUW library site

<http://www.victoria.ac.nz/library/research/reference/referencingguides.aspx>

Mandatory Course Requirements

To meet Mandatory Course Requirements, students are required to:

- a. Attend all classes, and
- b. Submit all assignments within the allowable timeframe

Students who fail to satisfy the mandatory requirements for this course but who obtain 50% or more overall, will be awarded a "K" grade. Standard fail grades (D or E) will be awarded when the student's overall course mark falls below the minimum pass mark, regardless of whether the mandatory course requirements have been satisfied or not.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made 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.

Communication of Additional Information

All formal notices relating to this course will be posted on the Blackboard website. Because we will only meet face to face once a week, it is critically important that all participants log on and check announcements on a regular basis, at least two or three times a week. The course co-ordinator can be contacted using the details on the front of this course outline.

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 <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

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

Te Pūtahi Atawhai

Maori and Pacific Mentoring Programme

http://www.victoria.ac.nz/st_services/tpa/index.aspx