

School of Management

TOUR 104 BUSINESS ENVIRONMENT OF TOURISM

Trimester One 2012

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Ian Yeoman

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COURSE LECTURER

Dr Mondher Sahli

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TUTORIAL ASSISTANT (for tutorial and assignment related matters)

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ADMINISTRATOR

Gill Higgins

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Teaching Period: Monday 5 March – Friday 8 June

Study Period: Monday 11 June – Thursday 14 June

Examination Period: Friday 15 June – Wednesday 4 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May 2012. 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

Lectures	Time	Lecture Theatre
Tuesday	15.10 – 16.00	HMLT02
Friday	15.10 – 16.00	HMLT02

NB 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 3 of this course outline for more details.**

Course Content and Course Delivery

Why do tourists go on holiday? This course explains and identifies the key trends that answer this question whether they are political, economic, social, technological or environmental. At one level, personal disposable income, exchange rates and country GDP (Gross Domestic Product) influence the price of a holiday and how much money tourists spend on holiday, whereas the study of demography identifies how different population cohorts i.e., families, youth or singletons all have different social attitudes and behaviours that influence tourism experiences from luxury to hedonistic activities. Using the process of trend identification and analysis, students examine the causes, speed of development and impact on tourism. This course, predominately takes an international perspective rather than a New Zealand one considering the globalisation of tourism.

This course complements **TOUR101 Introduction to Tourism** by providing a wider overview of tourist behaviours and choices.

Full and active participation in all activities is required for the successful completion of the course!

Week	Date	Topic	Tutors
1	Tue 6 th March	Introduction to the Course	No tutorials
	Fri 9 th March	World Tourism: Key Trends, Types of Tourists & Markets	
2	Tue 13 th March	How History Shapes the Present	Trends, Statistics and Graphs
	Fri 16 th March	Guest Speaker: Mr Paul Yeo, Tourism New Zealand. Topic: New Zealand Tourism Today	
3	Tue 20 th March	Fluid Identity: Tomorrow’s Tourist	Your Mind Map: Cultural Identity
	Fri 23 th March	Simple Identity: Tomorrow’s Tourist	
4	Tue 27 th March	An Inconvenient Truth: Climate Change I	Your Mind Map: Key Trends Shaping Tourist Behaviour
	Fri 30 th March	An Inconvenient Truth: Climate Change II	
5	Tue 3 rd April	Demography: Bridgette Jones, Families and Health Tourists	No Tutorials
	Fri 6 th April	Public Holiday	
Easter Holidays			
6	Tue 24 th April	A Digital Society: Technology Trends and the Tourist	Public Holiday: 25 th April

	Fri 27 th April	A Mobile Society: Technology Trends and the Tourist	Climate Change and the Eco Friendly Tourist
7	Tue 1 th May	Factors and Trends influencing Tourism Demand I	Mobile Living
	Fri 4 th May	Factors and Trends influencing Tourism Demand II	
8	Tue 8 th May	Factors and Trends influencing Tourism Supply I	Tourism Demand
	Fri 11 th May	Factors and Trends influencing Tourism Supply II	
9	Tue 15 th May	Factors and Trends influencing Tourism Supply III	Tourism Supply
	Fri 18 th May	Political Trends	
10	Tue 22 nd May	The Authentic Traveller, Benidorm and Geordie Shore	Political Factors and Tourism
	Fri 25 th May	Luxury: Changing Ideals	
11	Tue 29 th May	The Darker Side of Tourism	The Dilemmas of Tourism
	Fri 1 st June	Course Revision (subject to change)	
12	Tue 5 th June	The Future of Tourism I	Revision
	Fri 8 th June	The Future of Tourism II	

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.

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 from **Tuesday 6th March 2012 at 17.00**. 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 **Friday 9th March 2012 at 11.00**.

Confirmation of your tutorial group will be posted on Blackboard by **Monday 12th March at noon** as well as on the Tourism Management notice board on Level 2 of the Murphy Building (Kelburn Campus).

If you miss the Friday 9 March tutorial enrolment deadline you will need to contact out tutorial assistant (robert.capistrano@vuw.ac.nz). Your e-mail 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. 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 e-mail.

If you have any serious problems about the allocations of tutorial spaces please contact our tutorial assistant, Bob Capistrano, as soon as possible (robert.capistrano@vuw.ac.nz).

Bachelor of Tourism Management (BTM) Learning Goals and 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) demonstrate a breadth of tourism management expertise: managing tourism businesses, visitors, and impacts
- (d) 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 tourism management problems

Learning Objectives

Graduates will be able to:

- (a) assess, appraise, and synthesise a range of tourism management issues, plans, and concepts
- (b) identify, access, and evaluate a range of information and data sources
- (c) undertake and apply research in tourism management
- (d) analyse, evaluate, and interpret tourism data (on businesses, destinations, and industry sectors)
- (e) use innovative thinking and creative skills in the context of the tourism business environment and tourism research

Learning Goal #3: Our graduates will be effective and confident communicators

Learning Objective

Graduates will be able to:

- (a) present original ideas and material effectively using a range of media
- (b) apply advanced written communication 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 individual and group decision making
- (b) develop an understanding of tourism leadership qualities and issues
- (c) acquire an appreciation for good leadership in the workplace through the practicum

Course Objectives and Graduate Attributes

The course objectives for TOUR104 map onto the graduate attributes for the BTM as follows:

Course Objectives and Graduate Attributes

Course objective	Graduate attribute
1- Providing a systematic basis on which to evaluate the factors in the macro environment influencing the past, present and future development of tourism	<p><i>Critical Thinking:</i></p> <ul style="list-style-type: none"> Achieve a critical appreciation of a systematic approach to the study of tourism and the macro environment <p><i>Creative Thinking:</i></p> <ul style="list-style-type: none"> Using imaginary, stories and feeling to connect, explain and convey with tourism experiences and places
2- Identifying and evaluate the impacts of, and responses to, external factors affecting tourism and responses i.e., ethics, standards etc.	<p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> To explain and understand at an introductory level the positive and negative impact of tourist behaviour on citizens, products and communities <p><i>Communication:</i></p> <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	<p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> Make connections between different concepts and examples <p><i>Communication:</i></p> <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	<p><i>Critical Thinking</i></p> <ul style="list-style-type: none"> Evaluate the merits and process of undertaking a macro environmental analysis <p><i>Creative Thinking</i></p> <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:

- Identify the key destination and macro environmental factors that shape the development of tourism and tourist behaviour
- Understand and explain at an introductory level, the positive and negative impact of tourists and tourism
- Use and understand environmental scanning and trend spotting techniques in relation to tourism businesses, destinations, and industry sectors
- Evaluate impacts and responses to external issues affecting the tourism industry within a current and contemporary understanding
- Present information in a variety of written formats
- Work independently on assessments but participate in group processes in tutorials and study groups.

Items 1, 3, 5 and 6 from the list of skills will be assessed in the Assignment 1, (**A Perceptual Map of a Destination Personality**), while Assignment 2 (**Economic and Political Trends**) will assess items 1,2, 4, 5 and 6. Skills 1, 2, 4, 5 and 6 will primarily be assessed by the exam.

Expected Workload

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

Group Work

Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments.

Mandatory Course Requirements

To fulfil the mandatory course requirements for this course you must:

1. Participate in all research exercises and produce the data and material as set by the lecturer
2. Submit all assignments within 7 days of the due date
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.

Assessment Requirements

Assignment	Title	Weight	Due Date
1	A Perceptual Map of Destination’s Personality	20%	Thursday, 5 th April by 3pm
2	Economic and Political Trends Essay	30%	Monday, 28 th May by 3pm.
3	Final Examination (3 hours)	50%	Date to be announced
	TOTAL	100%	

Assignment 1 – A Perceptual Map of a Destination Personality (word limit 1500)

The development of a destination brand such as *Uniquely Singapore*, *100% New Zealand* or *Positively Wellington* are based upon places physical characteristics, tourist beliefs and attitudes. Therefore, the relevance of this assignment aligns with how destinations are branded per se and the underlying trends that shape them. The assignment uses a mind mapping approach to develop and explore such trends drawing upon a range of creative and critical skills.

Assignment 2 – Economic and Political Trends Essay (word limit 2000)

With reference to specific examples, outline how either political events (e.g. the Arab spring, terrorist attacks, political coup, etc.) or economic conditions (e.g. high food and fuel prices; current global economic crises) can impact on tourism and discuss how governments and the tourism industry can respond to these situations.

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.

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 15 June – Wednesday 4 July (inclusive).

Assignment Submission

Students must keep an electronic copy of their work for the duration of the trimester in addition to the submitted hardcopy. All assignments have to be submitted to the TOUR104 box located on level 2 of Murphy Building by the due date (for late submissions see information on the following pages). Assignments need to be consistent with the *Guide for Tourism Management Courses* unless advised otherwise. You must keep an electronic copy of your work. **Essays submitted by e-mail or fax will not be accepted.**

Referencing

There are many different styles of referencing. For tourism management courses, please refer to the *Guide for Tourism Management Courses*.

Policy on Remarking

Every attempt is made to ensure that the marking is consistent and fair to students. If you have a question about your grade, first talk to the course coordinator. As per FCA policy, students may ask for their written work to be remarked. Details of the remarking procedures are available on Blackboard. Application for remarks must be made within 5 days after the marks are available and submitted to the Tourism Management Administrator Gillian Higgins in RH1022, 10th floor of Rutherford House at Pipitea Campus. Allow up to 5 working days for remarks to be completed.

Penalties - for Lateness & Excessive Length of Assignments

- (i) In fairness to other students, work submitted after a 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 (for example a one day penalty would result in a B 67% being adjusted to B- 62%). **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, work load 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 an application for waiver of a penalty as soon as practicable.
- (v) **Word limits should be adhered to.** The penalty will be 10% of the grade for an assignment which is 10% over the word limit.

Please submit late assignments to Gillian Higgins (Rutherford House, Room 1022, telephone: 04 463 6924).

Readings

Course reader:

Yeoman, I (2008) Tomorrow's Tourist, Routledge, Oxford.

Other useful material

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

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

Dwyer, L., P. Forsyth and W (2010), *Tourism Economics and Policy*, Channel View Publications.

Gore, A (2006) An Inconvenient Truth: The Planetary Emergency of Global Warming and What We Can Do About it. Bloomsbury Publishing

Ioannides, D., & K. Debbage. (1998) *The Economic Geography of the Tourist Industry: a Supply Side Analysis*, London: Routledge.

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

Page, S., & Connell, J. (2006). *Tourism: A Modern Synthesis*. 2nd edition. London: Thomson Learning.

Papatheodorou A. (2006) *Corporate rivalry and market power: competition issues in the tourism industry*, I.B. Tauris.

Tribe, J. (2011) *The Economics of Recreation, Leisure and Travel*, Amsterdam: Elsevier

Vanhove N. (2005) *The Economics of Tourism Destinations*, Amsterdam: Elsevier

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

Yeoman, I (2012) 2050: Tomorrows Tourism, Channelview Publications, Bristol (forthcoming). *Readings will be provided*.

Yeoman, I (2012) A Futurists Perspective of Ten Certainties of Change. Ch 1 pp 3-20. In Conrady, R & Buck, M (Eds) Trends and Issues in Global Tourism 2012. Springer, Berlin.

Yeoman, I & McMahon-Beattie, U (2011) The Changing Meaning of Luxury. Ch 6, pp 72-85. In Yeoman, I & McMahon-Beattie, U (Eds) Revenue Management: A Practical Pricing Perspective, Palgrave, Basingstoke.

Yeoman, I (2010) Tomorrows Tourist. *Journal of Globalisation*, Vol 1, No 2 pp 118-127

Yeoman, I. Hsu, C. Smith, K & Watson, S (2010) Tourism and Demography. Goodfellow, Oxford

Yeoman, I. Munro, C & McMahon-Beattie, U (2006) Tomorrows World, Consumer and Tourist. *Journal of Vacation Marketing*, Vol 12, No 2, pp 174-190

Yeoman, I. Durie, A, McMahon-Beattie, U & Palmer, A (2005) Capturing the Essence of a Brand: The Case of Scottish Tourism. Journal of Brand Management. Vol 13, No 2, pp 134-147

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 in the lectures and posted on the **Blackboard** website at <http://blackboard.vuw.ac.nz/>. It is crucial that you regularly check Blackboard for messages, announcements and materials. On occasion information may also be sent to your Blackboard registered email account; please check this regularly as well.

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 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.

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 Putahi Atawhai

Maori and Pacific Mentoring Programme

<http://www.victoria.ac.nz/tpa/>