

School of Management

TOUR 413 SCENARIOS FOR WORLD TOURISM

Trimester Two 2014

COURSE OUTLINE

COURSE CO-ORDINATOR

Associate Professor Ian Yeoman

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ADMINISTRATOR

Luisa Acheson

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Course Period

Monday 14th July to Friday 17th October

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th September. 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

<i>Workshop</i>	<i>Time</i>	<i>Room</i>
Monday	9.30 – 12.20	RWW125

Three hours classroom time is allocated to the paper, with a combination of workshops, lectures, visiting speakers and site visits. Site visits and expert interviews will be outside the timetabled period.

Course Delivery

Class sessions will be highly participatory and student centred and delivered through lecture's workshops and site visits.

This is underpinned by a number of learning principles including;

- The use of an incremental approach to learning through the use of Student Preparation Assignments (SPAs). The purpose of SPAs is to help student scaffold or break down the complexity of larger assessments into manageable learning increments and to reflect upon / apply classroom learning.
- An action research and problem based approach to learning in which students construct, manage, negotiate and develop scenarios.
- The creation of an authentic learning environment through the engagement with key stakeholders, leaders and experts.

Expected Workload

The expected workload for this 15 point course is 150 hours, spread equally over the 12 weeks study period, including mid semester break. Student's non-contact classroom study time will be guided each week through a series of SPAs, which vary from 3-8 hours per week.

Group Work

This assignment asks the question 'What is the future of international culinary food festivals?' in which the students as a group address that question set in 2050 through expert interviews, literature reviews, project management, scenario workshop construction and presentation of findings as a Wellington on a Plate event on the 18th August. This assignment represents 15% of the course grade as group work. The expected time load for the group work activity will be indicated in the weekly Student Preparation Assignments (SPAs).

Course Prescription

This course enables students to envision, construct and assess future worlds of tourism using scenario planning and other future methods

Course Objectives and Graduate Attributes

The course objectives for TOUR413 map on to the graduate attributes for the BTM (HONS) / MTM as follows:

	Course Objective	Graduate Attributes
1	To envision scenarios about tourism and assess the strategic implications of such scenarios	<i>Creative thinking: To think about both the impossible and plausible that improves the student understanding of the future</i> <i>Critical thinking: Using the process of reflection and deduction to appraise and construct plausible scenarios</i>
2	To be part of the social construction process of scenario planning with decision makers, experts and political leaders through an action based research methodology	<i>Leadership: Be aware and involved in the process of social and business networking</i> <i>Communication: Conveyance and synergy of complex issues through written and oral mediums</i>

3	The development of scenario analysis skills in order to evaluate and make recommendations for the future	<p><i>Critical thinking: The application of separation and systems thinking through the sense making of complexity</i></p> <p><i>Leadership: Make recommendations to industry about future directions in order to be part of that future.</i></p>
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Course Content

Each year, the students research a specific topic which is important for the future of tourism and relevant to stakeholders. In 2014, the focus will be the future of food tourism.

Food is an important tourist attraction, and food and tourism have a close symbiotic relationship. Local food can play a central role in tourism products, whether it is the Hokitika Wild Food Festival, Phuket Vegetarian Food Festival, Rotterdam World Food Festival or Toast Martinborough. But what is the future? Is it stem cell burgers or back to basics?

The course places the student at the centre of the learning process through an action based research methodology called scenario planning in which students engage with key stakeholders, leaders and experts to construct a range of scenarios about the future of international culinary food experiences and events set in 2050 in order to assess the implications for the tourism industry. The partner for this course is Wellington Culinary Events Trust (WCET) who organise Wellington on a Plate (<http://www.wellingtononaplate.com/>), the showcase food tourism event for the region. Students will act as consultants to WCET in which they will present their findings as a public event as part of the festival on 18th August.

Wk No.	Lecture	Lecturer
Wk 1. 14th July	Introduction to Course; Initial Meeting with Sarah Meikle, Festival Director at Wellington on a Plate	IY / SM
Wk 2. 21st July	Scenario Planning and Tourism Futures: Wellington on a Plate Logistics	IY
Wk 3. 28th July	Expert Interviews and the Scenario Process	IY
Wk 4. 4th Aug	Interim Meeting with Sarah Meikle, Festival Director at Wellington on a Plate @ Positively Wellington Tourism, Level 28, Plimmer Towers, 2-6 Gilmore Terrace, Wellington	IY / SM
Wk 5. 11th Aug	Scenario Construction	IY
Wk 6. 18th Aug	Event Planning: The Future of Food Festivals @6pm, RHL3, Victoria University of Wellington	IY
Inter semester break		
Wk 7. 8th Sept	Debriefing: Writing Stories, Scenario Mapping	IY
Wk 8. 15th Sept	Developing a Visual Presentation I	IY
Wk 9. 22nd Sept	Developing a Visual Presentation II	IY
Wk 10. 29th Sept	Visualisation: Presentations to Wellington Culinary Events Trust Advisory Board @ Positively Wellington Tourism, Level 28, Plimmer Towers, 2-6 Gilmore Terrace, Wellington	IY / SM
Wk 11. 6th Oct	Strategic Mapping	IY
Wk 12. 13th Oct	Debrief	IY

Assessment

DUE DATES	
1. Outline Group Scenarios - <i>The Future of Food Tourism</i> (15%) – 18th August@6pm	
2. Scenarios Analysis (45%)	
- Visualization – 20%	As Class Schedule – 29 th September
- Briefing Note – 25%	16 th October @3pm
3. Student Preparation Assignments x 7 (40%)	Every week 2-11 (best 5/7) as schedule

A brief outline of the assignments is as follows;

- 1. Group Assignment: The Future of Food Festivals.** This group assignment is based upon an action research methodology called scenario planning in which students construct a set of four outline scenarios based upon the research question ‘what is the future of culinary food festivals? For this assignment, the students will act as a team of consultants to Wellington Culinary Events Trust (WCET) who have commissioned this question. Data is gathered from expert interviews and secondary sources. The group element of the project is presented as a live event in the Wellington on a Plate calendar on the 18th August @6pm at Victoria University of Wellington (See <http://www.wellingtononaplate.com/events/2050-the-future-of-food-festivals/>). The assignment for the group element is both the presentation and power slides (ppt) with appropriate notes which convey, support and explain the group presentation. The assignment covers course objectives 1 & 2.
- 2. Scenario Analysis:** The individual component is a detailed analysis of one of the scenarios derived from the group assignment. The purpose of this part of the assignment is to develop students’ skills in scenario analysis using appropriate frameworks in order to assess the impacts and consequences of the scenarios. The individual component has two elements, a visualisation component i.e., story board, magazine mock up, poster and a briefing note (approximately 2000 words). The visualisation element of the assignment includes a presentation to the Wellington Culinary Events Trust (WCET) advisory board on 29th September. Both elements of this assignment cover course objectives 2 & 3.
- 3. Student preparation assignments (SPAs).** Approximately every two weeks students have to complete a SPA which fundamentally prepares the student for forthcoming lecture, site visits, workshops or preparation for assignments. Students have to complete all seven SPAs and the best SPA’s are selected for assessment. Each SPA will take approximately 2-8 hours to complete each week, however the time will be greater when assignment preparation is involved. SPA’s are posted via an individual student blog on Blackboard. This assignment covers course objectives 1, 2 & 3.

An expanded assessment criteria and schedule including rubrics will be given to students as the course progresses. All assignments are subject to minor modification after discussions with the students in week one.

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>. In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

	Grade	Normal range	Midpoint	Indicative characterisation
Pass	A+	90%–100%	95	Outstanding performance
	A	85%–89%	87	Excellent performance
	A-	80%–84%	82	Excellent performance in most respects
	B+	75%–79%	77	Very good performance
	B	70%–74%	72	Good performance
	B-	65%–69%	67	Good performance overall, but some weaknesses
	C+	60%–64%	62	Satisfactory to good performance
	C	55%–59%	57	Satisfactory performance
	C-	50%–54%	52	Adequate evidence of learning
Fail	D	40%–49%	45	Poor performance overall, some evidence of learning
	E	0%–39%	20	Well below the standard required

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 FCOM 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 Luisa Acheson 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 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 the illness or event 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 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.

Word limits should be adhered to. The penalty will be 10% of the grade for an assignment which is 10% over the word limit.

Late assignments are to be handed in at the School of Management **Level 10 Reception, RH 1022**, during Reception Desk hours, **9am until 5pm Monday to Friday**. Late assignments that are not time- and date-stamped by the Administrator or Duty Receptionist will incur late penalties from the time the Administrator/Duty Receptionist receives it. Assignments left on the Reception Counter, or slid under the door of the Reception office, will also incur penalties from the time and date they are recovered. *Note that there is no provision to accept assignments on weekends or public holidays.*

Tourism Futures Readings

Yeoman, I (2012) 2050 Tomorrow's Tourism. Channelview, Bristol.

Yeoman, I (2008) Tomorrows Tourist. Elsevier, Oxford

Yeoman, I. Robertson, M. McMahon-Beattie, U. Smith, K. & Backer, E (2015) The Future of Events and Festivals. Routledge, London

Scenario Planning and Futures Readings

Nordland, G (2012) Time-scales in Futures Research and Forecasting. *Futures*. Vol 44, pp408-414

Wade, W (2012) Scenario Planning: A Field Guide to the Future. Wiley, Chichester

Bergman, A. Karlsson, J & Axelsson, J (2010) Truth Claims and Explanatory Claims – An Ontological Typology of Future Studies. *Futures*. Vol 42, pp 857-865

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

Royal Dutch Shell / Shell Group (2005) Shell Global Scenarios to 2025: The Future Business Environment – Trends, Trade-Offs and Choices. Institute for International Economics, New York.

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

Miles, I (1993) Stranger That Fiction. How Important is Science Fiction for Futures Studies? *Futures*, Vol 25, pp 315-321

Food Tourism Futures Reading

Yeoman, I. McMahon-Beattie, U. Fields, K. Meehan, K & Albrecht, J (2015) The Future of Food Tourism Manuscript to submitted to Channelview by 1st August and will be made available to students.

A series of guided readings about food tourism, food in society and food festivals will be made available to students during course as part of the SPA assessment process.

Class Representative

The course is represented by the Bachelor of Tourism Management (HONOURS) / Master of Tourism Management representation elected in the first semester rather than a course representative for TOUR413. The representative is Sochea Nhem

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. The course also uses Facebook for discussions, assignments hints and interesting articles and tutorial. You will need to 'like' the page to gain access. See <https://www.facebook.com/pages/2050-The-Future-of-Food-Festivals/287194661455304?ref=hl> or search for **2050: The Future of Food Festivals**.

Link to general information

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
