

School of Management

TOUR 108 TOURISM IN NEW ZEALAND

Trimester 2, 2015

COURSE OUTLINE

Course Coordinators

Dr Christian Schott

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Administrator and Tutorial Coordinator

Luisa Acheson

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Trimester Dates

Teaching Period: Monday 13th July – Friday 16th October

Study Period: Monday 19th October – Thursday 22nd October

Examination Period: Friday 23rd October – Saturday 14th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th September 2015. 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' form including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks or [online](#).

Class Times and Room Numbers

The paper consists of lectures, tutorials and a local fieldtrip. You will have two lectures a week for a period of 12 weeks. These lectures will be supported by a total of ten tutorials and the fieldtrip.

Lectures	Time	Lecture Theatre
Tuesday	12.00-12.50	HMLT002
Friday	12.00-12.50	HMLT002

Attendance at all lectures is strongly recommended because (a) all important announcements will be made in the lectures (as well as posted on Blackboard), (b) the lectures are designed to be interactive with regular opportunities to discuss key points (and complete the related gaps in lecture notes), and (c) important material will be verbally supported with examples or further explanation.

TUTORIAL TIMETABLE

Tutorial sign up will be via a new online signup system called **MyAllocator** (<https://student-sa.victoria.ac.nz/>). Instructions how to sign up will be posted on the course's Blackboard site once they are available. You will be able to login and signup anytime **between Monday 13 July 10am and Friday 17 July 11am**. Allocations are on a first come, first served basis so you are encouraged to sign up early. Confirmation of your tutorial group will also be posted on Blackboard by **4pm on Friday 17 July**.

If you miss the **Friday 17 July** tutorial enrolment deadline, you will need to contact the Tutorial Coordinator Luisa.Acheson@vuw.ac.nz. Your email should state why you were not able to sign up on time and be accompanied by relevant supporting documentation, such as a medical certificate etc. You should identify **at least** two tutorial times that you can attend. Luisa will then allocate a tutorial depending on availability. If there are 'exceptional circumstances' why you require a particular tutorial session then you need to clearly set these out in the email.

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 Objectives. 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 CONTENT

Tourism is one of the major economic forces in New Zealand. In the year ending March 2014, it contributed NZ\$23.8 billion to the country's economy (Statistics New Zealand, 2015). In addition, tourism provides a significant source of employment, as one in every eleven New Zealand employees is directly or indirectly involved in tourism (Statistics New Zealand, 2015). Yet, tourism does not only have economic impacts on New Zealand but is also culturally, socially and environmentally significant. Starting with a brief overview of its evolution, a stakeholder approach is then employed to illustrate characteristics and complexities of tourism in New Zealand. This content is at times supported by tourism concepts and models which were introduced in TOUR 101. To further the systematic understanding of tourism in New Zealand, frameworks assessing external factors affecting tourism development examined in TOUR 104 are also explored in a New Zealand context. Students who have not completed either of these introductory tourism management courses should not find it challenging to obtain a basic understanding of relevant concepts if they do the suggested readings which are posted on the course Blackboard site.

DELIVERY

The course content of TOUR108 Tourism in New Zealand is delivered using various teaching techniques. The *lectures* are organised in blocks; each block examines one tourism stakeholder group. *Guest lectures* by representatives of these stakeholder groups provide further insights into practical and applied issues. The *tutorials* reinforce the course content through assignment-focused tasks as well as topic-related discussions. The *fieldtrip* under the theme "Tourism in Wellington" illuminates not only the current structure of the city's

tourism industry but also the challenges facing Wellington. It is anticipated that the application of various teaching approaches assists in catering to different learning styles so as to enable all students to engage meaningfully with the course content.

FIELDTRIP

To enhance students' understanding of New Zealand tourism, the course will be supported by a half-day field trip under the theme of **"Tourism in Wellington" in the afternoon of 9 September 2015**. Participation in the fieldtrip is an important part of the course and as such it is compulsory for all students. Detailed information about the fieldtrip will be provided during the first weeks of the course.

Group Work

Group work contributes to student's learning and the development of their communication, teamwork and leadership skills. This course contains group work in the form of a group presentation and tutorial group exercises. The assessment for the self-guided walk is a group assessment.

Expected Workload

Students can expect the workload to be approximately 13 hours per week, including both scheduled contact time (lectures, tutorials) and tasks outside of class. TOUR108 is a 20 point course.

Prescription

A systematic examination of domestic and international tourism in New Zealand. Stakeholder perspectives of host communities, tourists, public, private and third sector actors are employed to explore the dimensions of one of the country's largest export earning industries.

COURSE OBJECTIVES

It is the aim of TOUR108 Tourism in New Zealand:

- > to apply and examine tourism models and frameworks in the New Zealand context.
- > to systematically examine tourism in New Zealand by presenting the roles and interests of different stakeholders groups.
- > to illustrate and examine tourism and its development in New Zealand with the support of case studies, industry guest lecturers and a field trip.
- > to recognise and assess the importance of tourism to New Zealand's national and regional economies.

COURSE-RELATED STUDENT LEARNING OBJECTIVES AND SKILLS

This course is designed to assist students in developing a number of professional and personal skills. On successful completion of the course the students will be able to:

1. identify and categorise the component parts and stakeholders in New Zealand tourism
2. determine and critically assess the factors shaping tourism in New Zealand
3. analyse and interpret tourism data from national datasets
4. appreciate the diverse role of Maori culture and people in New Zealand tourism
5. command relevant essay writing, communication, and time-management skills

Items 2, 3, and 5 will be assessed by the report (Assignment 1), while Assignment 3 (essay) will foster and assess items 1, 2, and 5. The tutorial presentation (Assignment 2) will assess skills 1 and 5 and the final examination will assess items 1, 2, 4, and 5. Furthermore, the tutorial programme seeks to foster all five of the skills listed above.

COURSE CONTENT TOUR 108

Week	Date	Lectures (12.00-12.50 HMLT002)	Tutorial (see room on BB)
1	14 July	Welcome to TOUR108: Tourism in New Zealand	No tutorial
	17 July	Introduction to tourism in New Zealand: Tourism in New Zealand, then and now	
2	21 July	The bigger Picture: Key challenges for NZ tourism	Exploring the ‘stakeholder’ framework in tourism
	24 July	Introducing the Stakeholder Framework: An Overview of NZ tourism stakeholders	
3	28 July	Stakeholder: Tourists: International tourists: markets, motivations and trends	Workshop: exploring NZ’s tourism datasets (check BB for computer room)
	31 July	New Zealanders as tourists and a case study of NZ’s target tourist market	
4	4 Aug	Guest Lecture: Tim Cox, Adventure Travel	Workshop: working with NZ’s national datasets (check BB for computer room)
	7 Aug	Stakeholder: Employers and employees Perspectives from within the New Zealand tourism industry	
5	11 Aug	Stakeholder: Private Sector Private Sector – the NZ tourism industry	Group workshop: introduction to self-guided walk assignment
	14 Aug	Introducing Maori Tourism	
6	18 Aug	Dissecting the Tourism Industry into sectors, supported by a sector case -study	Group workshop: development of self-guided walk assignment
	21 Aug	Experiential Learning Session: Maori tourism and Tikanga Maori	
Mid-trimester break			
7	8 Sept	Stakeholder: Community/destination perspectives Core and peripheral destinations	Assessment 2: Presentations of self-guided walk proposals and Return of Assignment 1
	9 Sept	<i>Fieldtrip: Bridging Theory and Practice “Tourism in Wellington”</i>	
	11 Sept	Debriefing on field trip and briefing for Assessment 3	
8	15 Sept	New Zealand communities and tourism	Assessment 2: Presentations of self-guided walk proposals (continued)
	18 Sept	Case study Auckland Urban tourism destination development	
9	22 Sept	Stakeholder: Public Sector The role of the public sector and key institutions	Group exercise: The role of communities in tourism development
	25 Sept	Public sector tourism initiatives and strategies	
10	29 Sept.	Guest lecture: Amy Brasch - Department of Conservation	Group Exercise: Debating conflicting interests in tourism development
	2 Oct.	Stakeholder: Third sector The third sector in New Zealand tourism	

11	6 Oct	Guest lecture: Heritage New Zealand (TBA)	No tutorial
	9 Oct	The Stakeholder Framework in Action: The 2011 Rugby World Cup in Auckland	
12	13 Oct	Case study on a New Zealand tourism destination	Assignment feedback and exam preparation
	16 Oct	Course review and exam preparation	

Readings

As in most other tourism courses, there is no prescribed textbook for this course. However, the following books, journal articles and other sources are recommended as readings for TOUR108 Tourism in New Zealand. They will be useful in the preparation and writing of the essay and the report, as well as for exam preparation. Additionally, selected readings that support specific lecture content will be posted on Blackboard or advised during the lectures.

Books (other editions of textbooks listed below are often also available and useful)

Collier, A. (2011). *Principles of Tourism: A New Zealand Perspective* 8th edition. Auckland: Pearson Education

Collier, A., & Harraway, S. (2001). *The New Zealand Tourism Industry* 5th edition. Auckland: Pearson Education.

Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. (2005). *Tourism: Principles and Practice* 3rd edition. Harlow: Pearson Education. (2nd edition similar and also useful)

Hall, C.M., & Kearsley, G. (2001). *Tourism in New Zealand: An introduction*. Oxford University Press: Melbourne.

Hall, C. M., Jenkins, J. M., & Kearsley, G. (1997). *Tourism Planning and Policy in Australia and New Zealand: Cases, Issues and Practice*. Sydney: Mc Graw Hill Australia.

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

Page, S.J., & J. Connell (2006). *Tourism: a Modern Synthesis* 2nd edition. London: Thompson Learning. (1st edition also useful)

Weaver, D., & L. Lawton (2014). *Tourism Management* 5th edition. Brisbane: Wiley. (Previous editions are similar and also useful)

Journal Articles

Ateljevic, I. & Doorne, S. (2000). Local government and tourism development: Issues and constraints of public sector entrepreneurship. *New Zealand Geographer*, 56(2), 25-31.

Carey, S., Davidson, L., & Sahli, M. (2013). Capital city museums and tourism flows: An empirical study of the museum of New Zealand Te Papa Tongarewa. *International Journal of Tourism Research*, 15(6), 554-569.

Cloher, D. & Johnston, C. (1999). Maori sustainability concepts applied to tourism: a North Hokianga study. *New Zealand Geographer*, 55(1), 46-52.

Espinier, S. & Simmons, D. (1998). A national park revisited: assessing change in recreational use of Arthur's Pass National Park. *New Zealand Geographer*, 54(1), 37-45.

Horn, C., & Simmons, D. (2002). Community Adaptation to Tourism: Comparisons between Rotorua and Kaikoura, New Zealand. *Tourism Management*, 23, 133-143.

McIntosh, A. J. (2004). Tourists' Appreciation of Maori Culture in New Zealand. *Tourism Management*, 25, 1-15.

Morgan, N. J., Pritchard, A., & Piggott, R. (2003). Destination Branding and the Role of Stakeholders: The Case of New Zealand. *Journal of Vacation Marketing*, 9(3), 285-299.

Orams, M. (2000). Tourists getting close to whales, is it what whale watching is all about? *Tourism Management*, 21, 561-569.

- Page, S. J., & Thorn, K. J. (1997). Towards Sustainable Tourism Planning in New Zealand: Public Sector Planning Responses. *Journal of Sustainable Tourism*, 5(1), 59-77.
- Pearce, D. G. (2007). Capital city tourism: perspectives from Wellington. *Journal of Travel & Tourism Marketing*, 22(3/4), 7 – 20.
- Pearce, D.G., Tan, R., & Schott, C. (2007). Distribution channels in international markets: a comparative analysis of the distribution of New Zealand tourism in Australia, Great Britain and the USA. *Current Issues in Tourism*, 10(1), 33-60.
- Schott, C. (2007). Selling Adventure Tourism: A Distribution Channels Perspective. *International Journal of Tourism Research*, 9(4), 257-274.
- Stuart, P., Pearce, D., & Weaver, A. (2005). Tourism Distribution Channels in Peripheral Regions: The Case of Southland, New Zealand. *Tourism Geographies*, 7(3), 235-256.
- Weaver, A. (2015). Target markets as working archetypes Classifying consumers at Tourism New Zealand. *Journal of Vacation Marketing*, 21(2), 163-174.

Online

Video online

Milne. (2014, April 15). *Smart destinations & smart tourism: Tecnología, turismo y desarrollo económico local* [Video file]. Retrieved from http://streaming.forumturistic.cat/2015/15042015_04_en.php

Tourism Strategies

Tourism Industry Association New Zealand. (2014). *Tourism 2025*. Retrieved from <http://tourism2025.org.nz/>

Additionally, students are strongly encouraged to read newspapers and watch the news to be informed about current events and news stories of relevance to tourism in New Zealand.

Assessment

The Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Assignment	Title	Weight	Due Date
1	Report	20%	Monday 17 August, 12noon
2	Group presentation	10%	Tutorials week 7 (week starting 7 September), visual material accompanying the presentations must be submitted in week 7; the presentation may take place in week 8.
3	Essay	20%	Monday 28 September, 12noon
4	Final Examination	50%	Date and time to be advised
	TOTAL	100%	

Assessment 1.

Data analysis report (20%)

Compare and contrast the evolution of the inbound markets from the UK and either the USA or Japan to New Zealand over the last 15 years. Support this discussion with tourism statistics and discuss the reasons for the observed similarities and differences between the two inbound markets.

More detail about this assessment and the exact focus of the data analysis report will be provided in Week 2.

Limit: 2000 words.

Due by: Monday 17 August, 12noon

Submission: Assignment box #36 on level 2 of the Murphy building, Kelburn

Assessment 2.

Presentation Self-guided walk in Wellington (tutorial exercise) (10%)

As a group of three or four design a self-guided tourist walk that showcases one theme of Wellington's tourism product. Prepare a PowerPoint or Prezi presentation (10-12 minutes) that introduces the walk as a new tourism product to Positively Wellington Tourism (PWT, the Wellington Regional Tourism Organisation). Explain the choice of your theme and identify your target market during your presentation. This is a group task with assessment; groups will be formed during week 5 tutorials. More information about this task will be provided in the week 5.

Due by: Tutorials week 7 (week starting 7 September), visual material (PPT or Prezi presentation and pictures/maps) accompanying the presentations must be submitted to your tutor in week 7 tutorials; the presentation may take place in week 8 tutorials.

Assessment 3.

Essay (20%)

Choose one of the following topics:

Topic 1: Please read the New Zealand Herald newspaper article "Paradise for sale: Coromandel campground on the market". Using Hahei as an example, discuss how the closure of a camp site can affect New Zealand tourism destinations. To answer this question use a wide range of academic and non-academic literature.

References

Paradise for sale: Coromandel campground on the market. (2015, April 5). *The New Zealand Herald*. Retrieved from <http://www.nzherald.co.nz/business/news>

Coastal camping grounds fade away. (2014, January 15). *The New Zealand Herald*. Retrieved from <http://www.nzherald.co.nz/nz/news/article>

Topic 2: Mega Sport Events (e.g. Rugby World Cup 2011, Cricket World Cup 2015, FIFA U20 World Cup 2015, World Masters Games 2017) play an important role in the New Zealand tourism product. With reference to relevant literature discuss the opportunities and challenges that come with Mega Sport Events for New Zealand as a tourism destination.

Students will be briefed on Assessment 3 during the lecture on September 11.

Limit: 2000 words.

Due by: Monday 28 September, 12noon

Submission: Assignment box #36 on level 2 of the Murphy building, Kelburn

Examinations

This course has a three hour final examination. 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 following period:

Friday 23rd October – Saturday 14th November (inclusive)

ASSESSMENT CRITERIA AND ASSIGNMENT SUBMISSION

In order to make TOUR108 assignment expectations (which are developed with the intention of preparing you for the more rigorous criteria of a 200 level course and ultimately the real world!) transparent to you please read the following advice on assessment criteria carefully:

All written assignments have to be **fully referenced** as well as **formatted in line with the Guide for Tourism Management Courses**, and include – where appropriate – illustrations or data tables. Evidence of **wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively** will have a bearing on the mark assigned to the work. Equally, presentation, formatting and referencing of your assignments will also have a bearing on the mark.

You are expected to prepare **two copies** of each assessment, of which you need to submit one copy to the appropriate assignment box #36 on level 2 of the Murphy building, Kelburn and keep the other copy for your reference; you also need to keep an electronic copy of your work. Please be aware that we cannot accept work submitted by email. For detailed guidance on referencing, essay format and other useful information please consult the Guide for Tourism Management Courses 2015.

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

Referencing of Assessments

There are many different styles of referencing. For Tourism Management courses, please refer to the 2015 version of the Guide to Tourism Management Courses. A copy of this guide is available on Blackboard.

Late Submission

Late assignments are to be handed in at **Level 10 Reception, RH 1022** (Pipitea Campus) during Reception Desk hours, **9am till 5pm Monday to Friday**. An Administrator or Duty Receptionist will stamp the assignment with the date and time. Late assignments that do not have **the time and date and signed by** the Administrator for the course or Duty Receptionist, will incur late penalties from the time the Administrator 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.

Penalties

- In fairness to other students, work submitted after any deadline will incur a penalty for lateness. **The penalty is 10% of the marks available (marks available means what the assignment is worth i.e. 20% or 20 marks) for an assignment submitted after the due time on the due date for each part day or day late.** (for example if an assignment is out of 20 and the assignment receives 50% then one day late means the mark will be out of 18 and the student will receive 50% of 18). **Closed University days, Saturdays, Sundays and public holidays** will be included when counting the number of days late. An assignment late day begins from the time the assignment is due. Assignments received **more than 7 days after the due date** will not be accepted.
- Course Outlines provide a signal to students of forthcoming workload and dates of submission. 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**. All such applications must be made to the Tutorial Coordinator (Luisa Acheson) before the deadline, wherever possible, 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. In appropriate circumstances this can be applied retrospectively.
- 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** (only the reference list is excluded from this word count).

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must ...

1. attend at least eight of ten tutorials - so that they will have the opportunity to develop a deeper understanding of tourism principles in a New Zealand context, as well as enhance their oral communication and teamwork skills.
2. attend the field trip TOUR108 fieldtrip – to develop an understanding of the structures, diversity and complexities of the Wellington tourism industry

3. Students must obtain at least 40% in the exam - in order to demonstrate that they have achieved Course Learning Objectives 1, 2, 4 and 5 independently of any external assistance

Please contact the Course Coordinators (Dr Christian Schott and Dr Dominik Huber) if exceptional personal circumstances mean that you are unable to meet the Mandatory Course Requirements.

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Class Representative

A class representative will be elected in the first or second lecture, 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

Information on course-related matters will be announced in class and posted on Blackboard at <http://blackboard.vuw.ac.nz>. It will be crucial for you to **regularly check Blackboard** for lecture notes, messages, announcements and other course related materials.

Any leftover copies of material handed out in lectures will be made available in the tourism box in the Murphy building, level 2. However, most material will be posted on Blackboard and not handed out in hardcopy.

Student feedback

Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

Based on student feedback provided in 2014 parts of the course as well as selected learning tasks have been revised for 2015.

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.
