

School of Management

TOUR 250 Managing Visitor Impacts

Trimester 2, 2016

COURSE OUTLINE

Prescription

A systematic introduction to the management of tourism impacts with emphasis on social and cultural systems, economy and the physical environment. The course covers a range of analytical approaches, including environmental impact analysis, social assessment, and economic multiplier analysis.

Trimester Dates

Teaching Period: Monday 11th July – Friday 14th October

Study Period: Monday 17th October – Thursday 20th October

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

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.
2. The standard last date for withdrawal from this course is Friday 23rd September 2016. 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 or [online](#).

Names and Contact Details

Course Coordinator

Dr Christian Schott

Room: RH 924, Rutherford House

Phone: 463 5719

Email: christian.schott@vuw.ac.nz

Office Hours: Wednesdays 11am-2pm and at other times by appointment

Administrator and Tutorial Coordinator

Luisa Acheson

Room: RH1022, Rutherford House

Phone: 463 5381

Email: luisa.acheson@vuw.ac.nz

Tutor

Abby Wilson

Email: wilsonabby@myvuw.ac.nz

Class Times and Room Numbers

The paper consists of lectures, tutorials and a 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 a fieldtrip.

Lectures	Time	Lecture Theatre
Wednesdays	9.30-10.20	GBLT4
Fridays	9.30-10.20	GBLT4

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

Tutorial timetable

Tutorial No	Tutorial Time	Days	Room	Computer Room (Wks 3-6)
1	11.30-12.20	Thursdays	GBG04	RWW202
2	12.40-13.30	Thursdays	RHG24	RWW202
3	15.40-16.30	Thursdays	RWW311	RWW202
4	10.30-11.20	Fridays	RHG24	RWW202

Tutorial Group Allocation

Tutorials are a key part of the learning process and active participation is expected – the more you put in, the more you will get out of this course. Attending at least eight tutorials is also necessary in order to fulfil the mandatory course requirements (see mandatory course requirements further on in this document). You must always attend your allocated tutorial session; if you need to attend a different session, you must first obtain permission from your tutor, the Tutorial Coordinator (Luisa Acheson) and the tutor of the session that you need to attend instead. Exemption from tutorial attendance will only be accepted with a medical certificate or in exceptional circumstances (contact both your tutor and the Tutorial Coordinator with relevant evidence). Tutorials start in the second week of the course and tutorial times are outlined above. Tutorials will be held during ten of the 12 weeks.

Tutorials

The sign up for tutorials is through **myAllocator**. More information and the log on link is on this web page: <http://www.victoria.ac.nz/students/study/timetables/tutorial-sign-up>.

You will be advised by email when this is open and then you use your MyVictoria username and password to log on and then click on course link.

If you have not been able to sign up by the **end of the first week of the course** please contact the Undergraduate Programme Manager, garry.tansley@vuw.ac.nz.

Fieldtrip

In addition to a site visit to an award-winning backpacker hostel, which takes place during the extended tutorials in week 8 (micro level perspective), the course also incorporates a day-long fieldtrip (macro level perspective) to Matiu/Somes Island in Wellington Harbour. The purpose of this trip is to illustrate some of the complexities and realities of visitor impact management at the macro scale by examining the whole island rather than an individual tourism business.

Date: Saturday 17 September, with backup day Sunday 18 September (we will only go on Sunday if it is too dangerous on Saturday to dock on the island because of severe winds) – keep both days free of day-time commitments

Time: On the day of the fieldtrip we will meet at 9.45am at Queen’s Warf and we will be back by 5pm (at latest)

Clothing: Warm, wind and rain proof jacket & sturdy shoes with non-slip soles (it can get cold, windy and wet out there)

Why: it will support the theory covered in lectures by examining impact management in action; it allows you to learn about the all-important context for the accommodation report, and it is a lot of fun!

Please note that this fieldtrip constitutes a compulsory part of the course as indicated in the mandatory course requirements. Further details about this fieldtrip will be provided during the first weeks of the course.

Course Learning Objectives

This course aims to encourage you to think critically about tourism as a sector of the economy and as a social process. In order to foster a greater awareness of the diverse impacts (positive & negative) triggered by tourism the course:

- ✓ challenges students to examine the wide-ranging and complex impacts that visitors and tourists may have
- ✓ proposes a framework for the study and management of visitor impacts
- ✓ presents and examines a range of impact assessment and management techniques in relation to different types of impacts (economic, environmental and socio-cultural)
- ✓ illustrates and examines cases exhibiting ‘good’ practice as well as ‘bad’ practice
- ✓ presents different perspectives on tourism and its impacts; cultural as well as by different stakeholders
- ✓ raises awareness of tourism and its impact in a variety of countries across the globe

Course Content

“If tourism is to continue to provide wealth to the country and at the same time sustain the environmental, cultural, social and economic values that are the basis of New Zealand’s tourism product, the effects associated with the sector must be identified and understood. Their acceptability to the wider community must be ensured. The mechanisms and systems for managing those effects must be examined to ensure that they are protecting the interest of New Zealanders and their environment.” Source: Report to the Parliamentary Commissioner for the Environment ‘*Management of the Environmental Effects Associated with the Tourism Sector*’ (1997:1)

In this course, ‘impact management’ is the tool and term used to: (a) assess and improve policies, plans, or projects, (b) inform decision-making and (c) understand and manage the effects of social, cultural, environmental and economic changes triggered by tourism. This process comprises two key activities: (a) understanding the wide-ranging impacts triggered by tourism activity now and in the future and (b) managing the impacts created by tourism activity (positive and negative) - now and in anticipation of future impacts.

In this course we will look at the wide range of effects (or impacts) tourism can have on an ‘environment’ (any scale of physical environment, as well as any socio-cultural and economic ‘environment’), and at the ways in which impacts can be anticipated and managed. We recognise that the tourism sector is complex, but so are the many ecological systems on which the industry depends and the communities with which the industry is intertwined. The challenge we will face in this course is how you, as a ‘tourism manager of tomorrow’, will manage the impacts of tourism so that the industry can continue to meet people’s experiential and recreational needs while at the same time sustaining and even enhancing the communities and ecosystems that act as hosts.

Course Mission and Delivery

While aspects of sustainability are included in other parts of the BTM, the development of a comprehensive understanding of: the diverse range of tourism impacts, the important concept of sustainable tourism development, as well as to discuss management solutions, is the core purpose of TOUR250 as a dedicated course on the management of visitor impacts. The course makes use of a variety of different media (text based, visual, audio, interactive) and learning environments (lecture theatres, tutorial rooms, a tourism business, a DoC-managed island and a virtual island) to foster learning and ultimately achieve the course learning outcomes.

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 Objectives

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- ✓ proposes a framework for the study and management of visitor impacts
- ✓ presents and examines a range of impact assessment and management techniques in relation to different types of impacts (economic, environmental and socio-cultural)
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- ✓ presents different perspectives on tourism and its impacts; cultural as well as by different stakeholders
- ✓ raises awareness of tourism and its impact in a variety of countries across the globe

Course-Related Student Learning Objectives and Skills

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

1. identify and measure selected costs as well as benefits triggered by tourism (economic, environmental and socio-cultural)
2. critically examine the complex nature of tourism impacts (spatial, temporal, secondary and ethical considerations)
3. explain and critically assess a range of prominent impact assessment and management techniques used in tourism
4. discuss selected countries and tourism in those countries with increased knowledge
5. demonstrate improved group work and communication skills

The course will challenge you to support you in the development of the above-outlined skills: in tutorials, lectures, fieldtrips as well as assignments. Attendance in both lectures and tutorials, then, is in your best interest as they are devised to complement each other and because they both play an essential role in preparing you for the various assessments (including the final exam). The course also aims to stimulate your interest and broaden your understanding of sustainable development by inviting guest lecturers, going on fieldtrips and making use of case studies. Current affairs and global tourism news will also be included in both tutorials and lectures to support specific themes.

Week	Dates (Wednesdays & Fridays)	Lecture (9.30am-10.20am) GBLT4	Tutorial (for time and room see p.2)
1	13 July	Setting the scene: Introduction to Visitor Impact Management & Sustainable Development in Tourism	No Tutorial
	15 July		
2	20 July	Examining a pervasive challenge:	Introduction to TOUR250 tutorials and briefing on Virtual Fieldtrip Task
	22 July		
3	27 July	<ul style="list-style-type: none"> • Interrelationships between Climate Change and Tourism • Managing Tourism Climate Change 	Virtual Fieldtrip: Introduction to Virtual Fieldtrip (in computer room)
	29 July		
4	3 August	Impacts on natural environments and their Management:	Virtual Fieldtrip Workshop: learning about the island and its community & developing wiki skills (in computer room)
	5 August		
5	10 August	<ul style="list-style-type: none"> • Tourism in Terrestrial Environments • Tourism in Marine Environments 	Progress Presentations & Workshop: each group reports on progress or continues group work (in computer room)
	12 August		
6	17 August	Economic Impacts of Tourism and their management:	Virtual Fieldtrip Workshop: finalising your proposal (in computer room)
	19 August		
Study Break			

7	7 September	Economic Impacts continued: • Managing Economic Impacts	Exercise: Exploring economic impacts
	9 September		
8	14 September	Impacts on Built Environments and their Management: • Tourism in Urban Areas • Tourism and Built Heritage • Sustainable Architecture and Building Design	Site visit (extended tutorial): Wellington's Award-winning YHA Hostel
	16 September		
Week-end	17/18 September		Fieldtrip - Sustainable Tourism Fieldtrip to Matiu/Somes Island
9	21 September		Workshop: Developing the Sustainable Lodge Report
	23 September		
10	28 September	Social & Cultural Impacts and their management: • Tourism and Moral Conduct • Indigenous Communities and Tourism Impacts	Discussion: Socio-cultural Impacts of Tourism
	30 September		
11	5 October		Debate: Is tourism to North Korea ethical?
	7 October		
12	12 October	Bringing it all together: Case-study examining all impact dimensions in a Pacific island	No tutorial
	14 October	The End: Prize Presentation, Course Review and Exam Prep	

Readings and Resources

There is no core text to accompany this course, but the following resources are useful. Additionally, selected reading material will be advised during the course and posted on BB.

These books are useful resources on impact management and sustainable tourism:

- Becken, S., & J.E. Hay (2007). *Tourism and Climate Change: Risks and Opportunities*. Clevedon: Channel View Publications.
- Buckley, R., ed. (2004). *Environmental Impacts of Ecotourism*. Wallingford: CABI Publishing.
- Dwyer, L., & P. Forsyth (2006). *International Handbook on the Economics of Tourism*. Cheltenham: Elgar.
- Font, X., & R.C. Buckley (2001). *Tourism Ecolabelling: Certification and Promotion of Sustainable Tourism*. Oxon: CABI.
- Hall, C.M., & M.E. Johnston (1995). *Polar Tourism: Tourism in the Arctic and Antarctic Regions*. Chichester: Wiley.
- Hall, C.M. (2000). *Tourism Planning: Policies, Processes and Relationships*. Harlow: Prentice-Hall.
- Harris, R., Griffin, T., & P. Williams (2002). *Sustainable tourism: A global perspective*. Oxford; Boston: Butterworth-Heinemann.
- Holden, A. (2000). *Environment and Tourism*. London: Routledge.
- Mak, J. (2004). *Tourism and the Economy: Understanding the Economics of Tourism*. Honolulu: University of Hawai'i Press.
- Mason, P. (2003). *Tourism Impacts, Planning and Management*. Oxford: Elsevier Butterworth-Heinemann.

- Middleton, V.T.C., & R. Hawkins (1998). *Sustainable Tourism: a Marketing Perspective*. Oxford: Butterworth – Heinemann.
- Miller, G., & L. Twining-Ward (2005). *Monitoring for a Sustainable Tourism Transition: the Challenge of Developing and Using Indicators*. Wallingford: CABI Publishing.
- Mowforth, M., & I. Munt (2003). *Tourism and Sustainability: Development and New Tourism in the Third World*. London: Routledge.
- Orams, M. (1999). *Marine Tourism: Developments, Impacts and Management*. London: Routledge.
- Page, S. J. and Hall, C.M. (2003). *Managing Urban Tourism*. Harlow: Pearson Education.
- Robinson, M., & P. Boniface (1999). *Tourism and Cultural Conflicts*. Wallingford: CABI.
- Schott, C. ed. (2010) *Tourism and the Implications of Climate Change: Issues and Actions*. Bingley: Emerald.
- Snyder, J.M., & B. Stonehouse, eds. (2007). *Prospects for Polar Tourism*. Wallingford: CABI.
- Swarbrooke, J. (1999). *Sustainable Tourism Management*. Wallingford: CABI.
- Tribe, J. (2005). *The Economics of Recreation, Leisure and Tourism*. Oxford: Elsevier.
- Wall, G., & A. Mathieson (2006). *Tourism: Change, Impacts and Opportunities*. Harlow: Pearson Education.
- Wearing, S., & J. Neil (1999). *Ecotourism: Impacts, Potentials and Possibilities*. Oxford: Butterworth-Heinemann.
- Weaver, D. B. (2006). *Sustainable tourism: Theory and practice*. Boston: Elsevier Butterworth-Heinemann.

These are general Tourism Management books that contain some material on impact management:

- 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).
- Collier, A. (2011). *Principles of Tourism: A New Zealand Perspective 8th edition*. Auckland: Pearson Education. (previous editions similar and also very useful)
- 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)

In terms of scholarly journals, the largest amount of material on sustainable tourism and impacts of tourism is published in: *Journal of Sustainable Tourism* and *Journal of Ecotourism*. However, good articles on the topic also appear in other journals such as *Annals of Tourism Research*, *Tourism in Marine Environments*, *Tourism Management*, amongst others; it is always good to search databases with keywords (such as environmental impacts) rather than browse through specific journals.

Informative and useful websites for subject-related initiatives and projects are:

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|-------------------------------------|---|
| Tourism Strategy Group: | http://www.tourism.govt.nz/ |
| Ministry for the Environment: | http://www.mfe.govt.nz/ |
| Department of Conservation: | http://www.doc.govt.nz/ |
| Tourism Concern (NGO): | http://www.tourismconcern.org.uk/ |
| United Nations Environment Program: | http://www.unep.org/ |
| United Nations Development Program | http://www.undp.org/ |

Expected Workload

Students can expect the workload to be approximately 13 hours per week, including both scheduled contact time (lectures, tutorials, fieldtrips) and outside of this time. TOUR250 is a 20 point course.

Group Work

This course contains two pieces of group work which are both based on the virtual fieldwork in Fiji. The first is a progress presentation which that is not assessed. The second is a group-assessed wiki (13%). During the weeks of the virtual fieldwork an average of six hours of group work per week should be arranged outside of class time; this can be face-to-face or online. This time allows you to explore the island as a group as well as work collaboratively on the group tasks.

Assessments

The Assessment Handbook will apply to all VUW courses: see

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

Assessment Type	Weighting	Submission Date
Virtual Fieldwork:		
Group Wiki	13%	19 August at noon (12 o'clock)
Individual reflection	7%	8 September at noon (12 o'clock)
Accommodation Report	30%	3 October at noon (12 o'clock)
Final Exam (3 hours)	50%	to be announced at later date

Skills 1 and 2 will be assessed by the report. The virtual fieldwork in Fiji will assess Skills 1, 2, 4 and 5. Skills 4 and 5 will be fostered in a number of contexts in the course, while the final examination will assess skills 1, 2, and 3.

Assessment 1 – Virtual Fieldwork in Fiji (Group and individual assessment)

As small project teams you will virtually visit a remote island in Fiji and conduct fieldwork as part of a (fictitious) Sustainable Tourism Consultancy Company. Your task will be to learn about the island and its communities. Based on this experience you are asked to consider whether (a) you think that the island would benefit from sustainable tourism development and (b) if 'yes', prepare a development plan for the island; if 'no' discuss why you propose not to support development of the island. Following a group progress presentation in Week 5 you will submit a comprehensive overview of what your group proposes in the form of a wiki at the end of Week 6. Reflecting on this experience you are then asked to write an individually-assessed reflection. More information about the virtual fieldtrip to Fiji and the two associated assessment tasks will be provided in Week 2.

Assessment 2 – Accommodation Report (Individual)

This task will require you to apply your knowledge of impact management and sustainable tourism to the development of tourist accommodation. For this assessment you will act as a (fictitious) sustainable tourism consultant and produce a report which outlines how to implement the principles of sustainability in the development of a lodge on Matiu/Somes Island; an island you will visit during the fieldtrip. In doing so you will have to satisfy a number of criteria but are encouraged to approach these criteria with a strong sense of creativity and sensitivity to the natural and cultural context. Details and more specific assignment guidance will be provided in week 7.

An industry-sponsored prize will be awarded to the best report!!!

Word length: 3000-3500 words (excluding reference list and illustrative appendices)

Submission deadline: 3 October (noon) TOUR250 assignment box, Mezzanine Floor, Rutherford House.

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 21st October – Saturday 12th November (inclusive)

Late Submission

Late assignments are to be handed in at **Level 10 Reception, RH 1022** during Reception Desk hours, **9am till 5pm Monday to Friday during term time**. 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 and the intended assignment work load. You are strongly advised to adhere to the word limit so as to keep your workload at a manageable level. Any material that is above the word limit may not be taken into account by the marker. Your marker will simply stop at the maximum words for the assignment and you will receive the appropriate grade.

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 the concept of sustainable tourism, as well as enhance their oral communication and teamwork skills.

2. Attend the field trip to Matiu/Somes Island – to develop an understanding of the realities and complexities of sustainable tourism in practice
3. Students must obtain at least 40% in the exam - in order to demonstrate that they have achieved Course Learning Objectives 1, 2 and 3 independently of any external assistance

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator (Dr Christian Schott) for advice as soon as possible.

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** (at least 4 times a week) for messages, announcements and materials.

Student feedback

TOUR250 received an overall evaluation of 1.8 on a scale where 1 = Excellent, 5 = Very Poor.

Small refinements have been made to the course for 2016. Student feedback on University courses may be found at www.cad.vuw.ac.nz/feedback/feedback_display.php

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.
