

Newsletter of the Tourism Management Group, School of Management,
Victoria University of Wellington
No. XXVIII May 2014

Dear Friends and Colleagues

Our latest newsletter reports on our most recent graduation ceremony (15 May 2014), some forthcoming events to note in your diary, and some awards received by students and staff members. There are also items in the newsletter about the scholarly activities of staff members as well as a section titled “Whereabouts Briefly Noted” where you can find out about the professional pursuits of various graduates. Many thanks for your support of our newsletter.

Another Academic Year Begins at Victoria University of Wellington

Postgraduate students and staff (and Julia's son Ted) celebrated the start of the new academic year with a pot-luck lunch hosted by Chantal and Doug Pearce. With students from Cambodia, Germany, Hungary, the Philippines, Vietnam and New Zealand a wide variety of exotic dishes were enjoyed.



Item #1 for Your Diary

Watch out for Ian Yeoman and Julia Albrecht's participation in this year's Wellington on a Plate based upon their forthcoming book *The Future of Food Tourism*. We can't say what they will be doing as we have been sworn to secrecy, but check out details at www.wellingtononaplate.com

Item #2 for Your Diary

The 2014 Tourism “Careers In Action” Evening will be on Wednesday, 20 August.

All tourism students are invited to hear recent graduates share their experiences of job hunting and first jobs after graduation. This will be followed by networking over refreshments. **Look out for more details early in trimester 2.**

Calling Alumni: We're looking for speakers and networkers for this event. If you graduated within the last two years and would like to share your experiences then please get in touch: karen.smith@vuw.ac.nz. **All alumni will be invited.**

Make sure you are signed up to our Facebook or LinkedIn groups:

Facebook: VUW Tourism Alumni

LinkedIn: VicTOUR

May Graduation at Victoria University of Wellington

Congratulations to Our May Graduates!

The most recent graduation ceremony for students in the Faculty of Commerce at Victoria University of Wellington took place on May 15. The tourism management students who walked across the stage at the Michael Fowler Centre were as follows:

Bachelor of Tourism Management with Honours

Lauren Campbell, Emily Cowell, Selina Greenville, Jiemin Gu, Zehang Pan, Stephanie Sullivan, Janet Tang, Jessica Taylor, Stephanie Wagener

Bachelor of Tourism Management

George Abernethy, Cara Allan, Nicole Ballantyne, Gabriela Barrientos, Kenora Be, Karen Bengosi, Jessica Bethell, Muhammad Bihan, Lauren Campbell, Ira Castro, Emily Connor, Stacey Cox, Katherine Findlay, Selina Greenville, Jack Hawkins, Ashleigh Hines, Grace Huang, Jothika Islam, Bridget Kasprzyk, Yu Li, John Lourantos, Devon McCashin, Andrew Murtagh, Alexandra Pole, Bridget Pope, Nicola Provines, Aimee Rollandi, Alexandra Smith, Ella Speakman, Karen Stringer, Raju Sugimoto, Acushla-Tara Sutton, Simon Van Ryn, Andersen Varoy, Stephanie Wagener, Chloe Winterburn, Merlena Young, Donna Young

We also warmly congratulate those tourism management students who graduated but could not attend the ceremony.

Special mention must be made of Muhammad Bihan and Ella Speakman. Muhammad (also known to us as Hash) received the Victoria Business School Excellence Award for Tourism Management. Ella received the Wellington Airport Award for Tourism Management. Well done, Hash and Ella!

Top Left: Donna Young, Yu Li (Catherine), Ira Castro, Grace Huang **Bottom Left:** Stephanie Sullivan, Lauren Campbell, Emily Cowell, Jessica Taylor, Janet Tang, Stephanie Wagener **Top Right:** Karen Smith, Lauren Campbell, Emily Cowell **Bottom Right:** Donna Young and Stacey Cox



Christian Schott is Studying 'Walz'-ing on DAAD Scholarship

Christian is currently on Research and Study Leave at the Technische Universität Berlin. Based at the Centre for Technology and Society he is working on a project examining a custom that dates back to medieval times and is still practiced in its traditional form today – it is called Wanderschaft or Walz in German. The Walz is the mobilities-rich custom of trades people who leave their home town for three years and one day after the completion of their apprenticeship with nothing more than a few tools and a bit of clothing. While a few hundred years ago this practice was a widespread ritual practiced by most trades in Germany, it is now much less common but it is still practiced by some young men and women in the German-speaking parts of Europe. In the 1800s, travelling the whole of Germany during this time was a considerable achievement, but today's Wandergesellen travel the entire globe, including to New Zealand. It is this global long-term mobility of young people who are not allowed to stay in any place for more than three months that makes the project a fascinating study of travel motivation, experiences and the benefits and drawbacks of upholding old traditions in the face of fast-paced globalization. To conduct the research, which includes interviews with trade associations and returned Wandergesellen, Christian was awarded a three-month scholarship by the Deutscher Akademischer Austauschdienst (DAAD).

During his sabbatical, Christian has also worked on guest editing a TEFI special issue of the *Journal of Teaching in Travel and Tourism* alongside Kellee Caton (Thomson Rivers University, Canada) and Roberto Daniele (Oxford Brookes University, UK) on 'Tourism Education for Global Citizenship'. Currently, he is amongst other things heavily involved in organizing this year's TEFI conference as co-chair of the Scientific Committee for the conference held at the University of Guelph, Canada on the theme 'Transformational Learning'. For more information about TEFI and the upcoming conference see <http://www.tourismeducationfutures.org/home>



Whereabouts Briefly Noted

Some of our recent (and not-so-recent) graduates have been in touch with staff members in the tourism management group for a variety of reasons. Here are the current whereabouts of some of these graduates.

Kate Bevin, Service Delivery Advisory, Greater Wellington Regional Council

Nguyen Thi Hong Hanh, Vice Head of the General Division of the Quang Ninh Provincial Party Committee Office (Vietnam)

Elsa Hunt, Merchant Consultant/Accounts Manager for a tablet-based rewards application company in Sydney

Oyuna Luvsandavaajav, Lecturer at the School of Arts and Sciences, National University of Mongolia and co-founder of Absolute Mongolia Tours

Peter Mkumbo, Tanzania Tourism Board, Principal Marketing Officer

Kieran O'Regan, Operations Manager, YHA Wellington City

Roshni Patel, Commercial Contracts Facilitator, Wellington International Airport

Krista Shew, Ford Lease Scheme Administrator, New Zealand Rugby

Alex Smith, Guest Services, Trek Global Backpackers

Ella Speakman, Account Executive at M&C Saatchi (Sydney, Australia)

Rebecca Tan, Assistant Manager, Island Operations (Development), Singapore Cable Car

Jessica Taylor, Club International, Intercontinental Hotel (Wellington)

VicTOUR

Karen Smith Wins a University Teaching Excellence Award

At the end of 2013, Karen Smith won a university-wide teaching excellence award. The award citation was as follows:

Dr Smith has made an outstanding effort to create a student centred learning environment through innovative teaching practice and a reflective approach to student evaluations. She uses the e-portfolio tool to encourage students to reflect on their learning. This is underpinned by her philosophy of engaging students in learning that is relevant to them now and to their future careers and activities. Karen is pictured below with former Victoria University of Wellington Vice-Chancellor Pat Walsh.



Karen is currently leading a project with VicCareers to enhance student employability through the Victoria Plus Programme. Victoria Plus is the university's service and leadership development programme. It involves engagement in extracurricular activities (such as volunteering in the community, and service within the university such as Class Rep roles), attendance at professional and personal development workshops, and reflection on experiences and skills using the CareerHub ePortfolio. The project is funded by the University's Learning and Teaching Development Fund. Over 500 students are actively involved in the Programme, including a number of tourism students, so if you want to learn more, check out http://www.victoria.ac.nz/st_services/careers/career_development/victoria_plus/victoria_plus.aspx

MTM Student Wins Award for Summer Scholarship Poster

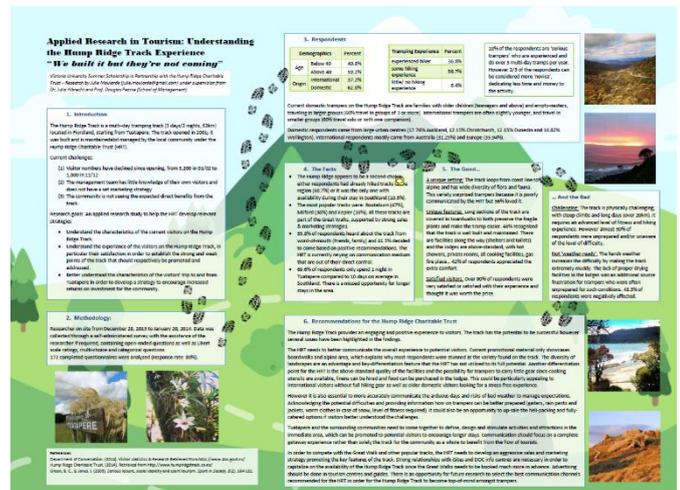
Julie Moularde, a MTM student, won an award for a poster based on her summer scholarship research. She won Best Overall Summer Poster within the Faculty of Commerce. She received her award at an award ceremony on 24 March 2014. A short summary of her research is featured below.

Hump Ridge Track Visitor Survey 2013-2014

A visitor survey using a self-administered questionnaire was conducted on the Hump Ridge Track between 28 December 2013 and 20 January 2014. A total of 172 questionnaires were collected and analysed. The Hump Ridge Track is a privately owned 62 km tramping track located in Fiordland, built by the Tuatapere community and managed by the Hump Ridge Charitable Trust. The number of visitors has dwindled since the opening in 2001.

The research demonstrates that the track offers a pleasing experience to visitors but that modifications need to take place in order to improve satisfaction and attract additional visitors:

- Better track maintenance
- Offer drying facilities for wet gear at both lodges
- Better communicate the physical challenges and regular harsh weather to better manage visitor expectations
- Develop a strong marketing strategy to promote both the track itself and the area in general focusing on the unique characteristics of the track and promoting attractions and sights in the region
- Communicate the unique characteristics of the track (superior accommodation, optional add-ons, variety of terrain and natural environment) to differentiate the product from the Great Walks



Journal of Tourism Futures: A New Academic Journal Co-Edited by Ian Yeoman

The word research is derived from the French language which broadly is 'to seek out' whereas future studies is the science, art and practice of postulating, possible, probable and preferable futures and the views that underlie them. With these thoughts in mind a new research periodical **The Journal of Tourism Futures** has been launched with Dr Ian Yeoman as founding co-editor.

As the future is the only thing we can change the academic challenge is therefore to develop methods and perspectives to systematically reflect on what lies ahead. *Journal of Tourism Futures* has been initiated as a forum to discuss the theories of futures studies along with their practical implications within the field of tourism. In the first issue, studies from a research perspective represent global trends and scenarios about Norway and New Zealand. Shorter viewpoint articles from thought leaders and futurists discuss specific points that are relevant and imminent. Futurist Jim Dator reflects upon the history of Hawaiian tourism and postulates about the future using biblical references to focus the mind on difference. Other contributions address models of scenario planning, geo-political drivers, cyborg games and hotel rating schemes. An interesting article from the policy and research team at the Tourism Industry Association lays out the framework for the future of New Zealand's tourism industry identifying key drivers of change and decisions to be taken.

The journal's editorial board includes Victoria University of Wellington researchers Drs Karen Smith and Christian Schott, futurists Jim Dator and Andy Hines, UN World Tourism Organisations representatives John Kester and Dirk Glaessar and leading academics Dimitrios Buhalis and Ulrike Gretzel. The journal is published by Emerald and the European Tourism Futures Institute.

It is hoped the journal will advance the academic debate on tourism futures, but also to promote the exchange of ideas between scholars, policy makers, entrepreneurs and others involved in the future of tourist activities and of tourist destinations.

For further details about the *Journal of Tourism Futures*, follow the link <http://www.etfi.eu/jtf>



Reflecting on Work and the BTM (Hons): The Perspective of a Recent Graduate

This section of the newsletter features a piece by Tahirih McLaren-Brown, a newly-minted BTM (Hons) graduate. Tahirih discusses her work and the relevance of Honours-level study to her current role.

I graduated with a Bachelor of Tourism Management (Honours) last year and soon after that started my job at the James Cook Hotel Grand Chancellor. In my position as Sales and Marketing Coordinator, I have a diverse range of roles and this diversity is one of the reasons why I love my job! Some of my responsibilities include internal marketing for our restaurant and cafe, event coordination, design, contract administration and sales calls as well as supporting the other lovely ladies in their roles within the sales team. Some of my favourite perks of the job are hosting events and tasting all our new menu items!

Choosing to do postgraduate study in tourism management has definitely given me an advantage after graduating. Firstly the skills required when studying such as researching, writing and quite intense time management has allowed me to transition into a busy job and prioritise the many tasks I do with confidence. I also think that the in-depth perspective of different topics that I gained in Honours allowed me to further explore my interests and strengths within the tourism industry and decide which career path I wanted to pursue. Although Honours was a busy year which pushed me academically and stressed me out often, I would not hesitate to do it again. It encouraged my pursuit of topics I was passionate about and I made a whole class of new friends. The accompanying photograph shows Tahirih (right) with her colleague Marion (left).



Hobbit Hunter from the West: Christina Lee

VUW's School of Management was host to visiting scholar, Christina Lee, from Curtin University (Western Australia) in 2013. Working on a media-tourism and fandom project, Christina was researching tourism surrounding *The Lord of the Rings* and *The Hobbit* film franchises. She is particularly interested in the construction of affective, liminal spaces, and how tourists engage with their environments and negotiate the meaning of landscapes.

During her time in Aotearoa/New Zealand, Christina conducted fieldwork at LOTR-related destinations (such as Matamata, Piopio, National Park, Wellington, Queenstown and Glenorchy). Her hobbit hunting included participatory observation on tour ventures and interviewing industry stakeholders. With Wellington as a home-base, working alongside VUW's staff allowed for much lively discussion on all things Rings that informed the research project.



Christina would like to thank Deborah Jones and Karen Smith for warmly welcoming her to VUW. Special thanks also go to Adam Weaver, Lauren Anderson, Alfio Leotta, Garry Tansley and all the administrative staff in the School of Management.

New Book: The Future of European Tourism

Eds. Posta, A., Yeoman, I & Oskam, J (2014). Stenden University of Applied Sciences, Leeuwarden.

Details at <http://etfi.eu/bookstore/>



The Future of European Tourism

Albert Posta, Ian Yeoman and Jeroen Oskam
(eds.)



Stenden



Associate Professor's Ian Yeoman new book addresses the issues, challenges and future directions of European tourism. Scarcity of oil, increased competition from the Asia Pacific region and changing demographics will impact on Europe's inbound tourism growth rate which is projected to be 2.3% per annum compared to 3.3% for the rest of the world. Ian and contributors do not foresee the end of romantic holidays in Paris or skiing in the Alps but Europe will be 2 degrees Celsius warmer by 2030, making Scotland a bit more Costa Del Sol but Greece more like a desert.

In order to understand the future, leaders, students, stakeholders and communities need a sense of purpose and direction based upon insight and foresight. Insight is an understanding of the patterns or behaviours whereas foresight is how the future may arrive, whether it is a prediction or scenarios.

The book provides an overview of changes occurring in Europe and European tourism and sets out to:

- discuss key topics relating to the future of tourism
- explain how change is occurring
- provide foresight about how that change could occur and what it means for interested parties

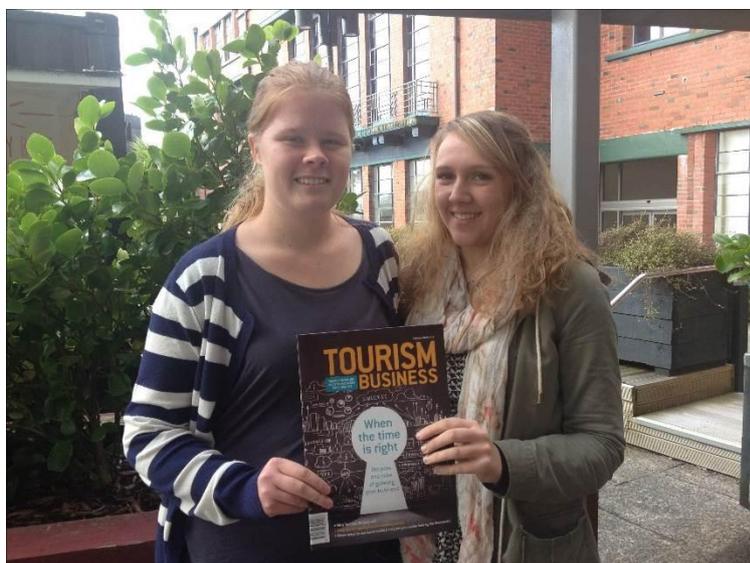
Chapters are authored by respected futures academics from a range of institutes and universities. The book, *The Future of European Tourism*, is a collaboration of authors from the European Tourism Futures Research Network and the European Tourism Futures Institute at Stenden University of the Netherlands. Ian is a Visiting Professor at the Institute and was based there during research leave in 2013.

Assignment Award Winners in TOUR 101 and TOUR 240

Three students in TOUR 101 (Introduction to Tourism) and two students in TOUR 240 (Principles of Tourism Management) won awards for their assignments earlier this month. The five students won free one-year subscriptions to *Tourism Business*, an industry magazine published in New Zealand, for preparing the best assignments in the two courses. Those interested in purchasing a one-year subscription (six issues) can contact the magazine's editor, Annie Gray at annie@tourismbusinessmag.co.nz. Subscriptions cost \$45.

Our five award winners are Jess Baggott, Erin Copps, Alexandra Gadd, Alex McArthur, and Leanne Smith. Congratulations to our winners for their outstanding work.

Erin Copps and Leanne Smith are pictured with a copy of *Tourism Business*.



VicTOUR

Postcard from Hawaii: Hannah Isberg's Vic OE Experience at the University of Hawaii at Manoa (Spring 2014)

Half way through my first year at Victoria University of Wellington doing my Bachelor's degree in Tourism Management, I came across an advertisement for Vic OE. I have always had a passion for travelling and was ready for my next big opportunity. I went to the information session and talked to Karen Smith, and found out that among different universities around America, the University of Hawaii at Manoa was going to fit my degree best. How lucky is that! When first telling people back home I was moving to Hawaii, they did a bit of a double take "Wait, WHAT?" After a lot of organizing and bikini packing, I finally made it to the beautiful island of Oahu, Hawaii. And now, almost at the end of the semester, I can confidently say that it has been the best thing I have ever done. Six months can be a long time away from home, but its the perfect amount of time to see the Island, make new friends, settle in and experience a whole different culture and lifestyle. I have learnt a lot about the impact on Hawaii tourism has, and the classes here have only enhanced my interest in the tourism and event management industries.

Yes, I have been living in a American college dorm, seen cheerleaders, and drunk from plastic red cups. The sunshine, beaches, snorkelling, and surfing were just added bonuses! The Island of Hawaii really is as beautiful as you imagine. Sunset beach and Haunama Bay were definitely favourites. I went in the spring semester so even though it was hot all the time, it did rain now and then. And I had the best Spring Break ever. Unforgettable!

My schedule was pretty light. Monday was a full day of class but the rest of the week I only had class for one hour each day. Classes are different to how they are at Vic, you have 20-40 students in a class with the professor rather than lecture theatres. There is a 15 minute bus ride (free for students) to Waikiki beach, and it is close to all those American shops! I did not have a job while over here. You are still eligible for Studylink while on exchange, thank goodness!

I definitely recommend that you do an exchange at some point during your university life. This has really been the experience of a lifetime, and I am so glad that I did it. Yes, I missed home terribly but the adventure and things you learn from not only moving away from home, but moving continents, is worth every second. I thank the Vic OE team and Karen Smith for assisting me in the exchange. If you have any questions feel free to send me an email: hannahi2010@hotmail.com.



Want some information about the Bachelor of Tourism Management (BTM) or our postgraduate degrees in tourism management?

Contact:

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For further information about the tourism management qualifications we offer at VUW, please consult our website:

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

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