

Newsletter

of the Tourism Management Group, School of Management,
Victoria University of Wellington

No. XXVI September 2013

Dear friends and colleagues

Our latest newsletter reports on some of our overseas activities, our graduates' careers, Study@Vic Day and scholarship opportunities, among other things.

The Tourism Management Group

Publication of the First UNWTO.TedQual Asia and the Pacific Magazine

Early August saw the publication of the first edition of the UNWTO. TedQual Asia and the Pacific Magazine. The contents of this magazine were derived from presentations made at the meeting of representatives of the various TedQual-accredited institutions in the Asia-Pacific region in December of 2010. The meeting took place in Wellington and was hosted by Victoria University of Wellington. It was the first meeting of its kind in this part of the world. The main theme of the magazine's first edition is best practice in teaching.



One article in the publication was written by Adam Weaver and showcases a summary of his past research on the job-search and promotion-seeking strategies of BTM graduates at Victoria University of Wellington.

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Chilean Connections

Destination management was the focus of Doug Pearce's recent visit to Chile where he spent two weeks as a *profesor visitante* at the Instituto de Geografía de la Pontificia Universidad Católica de Valparaíso, hosted by Professor Jorge Negrete. Doug gave presentations on approaches to destination management to local government representatives and tourism entrepreneurs in Olmué and Los Andes. He also discussed his research in this field with members of the Centro Regional de Investigación en Turismo y Patrimonio (CITYP) in Valparaíso and provided advice on curriculum development for a new Master's degree with a specialization in this subject. "Having the opportunity to compare challenges and approaches to destination management in a different context provides a great opportunity to identify common issues and examine the role local of factors in influencing processes," he said. 'In addition, two weeks working solidly in Spanish brushed up my language skills'.

This visit follows one a year ago when Doug was invited to contribute to a project led by Professor Negrete on the development of tourist routes in the new destination of the Reserva de la Biosfera La Campana – Peñuelas. Doug's paper entitled 'Gestión de destinos turísticos en hinterlands costeros y urbanos' is due to appear in a forthcoming issue of the *Revista Geográfica de Valparaíso* dedicated to Reservas de Biosfera.



Doug also discussed his research in this field with members of the Centro Regional de Investigación en Turismo y Patrimonio (CITYP) in Valparaíso (see photo) and provided advice on curriculum development for a new Master's degree with a specialization in this subject.

Congratulations to Cesar Guala Catalan on completing his PhD thesis

Prior to joining the tourism management group in late 2008 Cesar has had various roles related to tourism management with NGOs in Chile. He commenced work on his PhD research and thesis as a recipient of an NZ Aid scholarship in early 2009. Cesar's thesis titled "Institutional change in National Tourism Organisations: the case of the Chilean NTA Sernatur" has recently been accepted, and he will graduate with his degree in the coming December. Over the course of his research



Cesar during his fieldwork in Chile in 2010

Cesar analysed a wide range of documents and interviewed 38 public and private sector stakeholders including four congress members, a former Minister of Economy, and several former national chiefs of public agencies such as the Chilean Tourism Board and the National Forestry Service. In the later stages of his research, Cesar has already presented his work at various tourism conferences in Chile, and he is looking forward to pursuing his career in his home country. During his time with us Cesar contributed much to the scholarly and social life of the group and facilitated various contacts between the tourism sector in Chile and New Zealand.

We wish Cesar all the best for his future!

Study @ Vic Day: Promoting the BTM to Prospective Students

Once again, the Bachelor of Tourism Management (BTM) was featured prominently at Victoria University of Wellington's Study @ Vic Day, the university's annual "open house" event. Our new BTM director, Karen Smith, spoke to over 100 prospective students in Hugh Mackenzie 002 about the degree. Julia Albrecht and Adam Weaver were part of the School of Management team that staffed the information table throughout the day. The attached photograph features Julia (left-hand side) working at the information table along with some of our colleagues from the School. Julia is speaking to one of many prospective students who visited the table to ask questions. We would also like to thank Luisa Acheson for her assistance during the course of the BTM session and for her assistance with Study @ Vic Day preparations. Two of our current students, Alex Smith and Leichelle Pompey, were also prominent participants at the event, and very ably spoke to prospective students and their parents about their experiences at the university. Should you have any queries about the BTM, do not hesitate to contact Karen (karen.smith@vuw.ca.nz) with your questions.



Career Update: Elisante Ombeni, MTM

I completed a Master of Tourism Management as a recipient of a New Zealand Development Scholarship. I had a wonderful experience at Victoria and in Wellington City, the coolest little capital. Victoria remains to be the best university I know. It offers a variety of programs that blend together academic and social life. The outstanding course instructors from the Tourism Management Group imparted knowledge and skills that I was longing to have. The international programs (Victoria International Leadership Programme (VILP) and the International Buddy Programme (IBP) that Victoria offers helped me to form a great network with students from around the world. I met awesome people who touched my life in so many ways. Returning to Tanzania with a Master of Tourism Management is among the great achievements in my life. Before my academic journey at Victoria, I was working with the Ministry of Natural Resources and Tourism as reserve ecologist and an outreach officer in a game reserve in the periphery of my country.

After completing my studies, I was transferred to headquarters in Dar es Salaam, and I am working as a Tourism hunting officer. It is huge position compared to the previous one. I advise the Director of Wildlife on sustainable ways of running trophy hunting tourism and tourism activities in Game Reserves. Also, I received an invitation from the Sokoine University of Agriculture where my colleague Peter Ezra works as an Assistant Lecturer to give a lecture on the impact of ICT on the tourism work force to final-year students taking a Bachelor of Tourism Management. Currently, I am also preparing the tourism action plan for the Ministry. The knowledge I got from Victoria has changed my life and my career path.



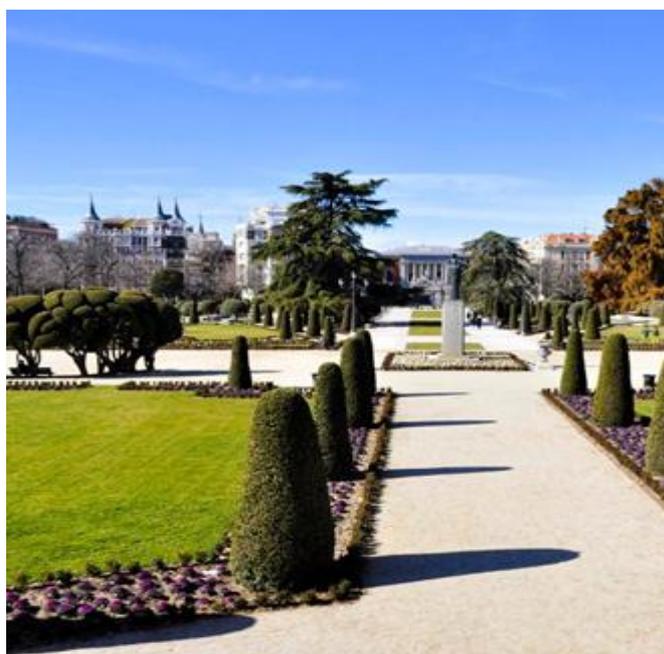
Elisante (on the right) with the Hunting Block Allocation Advisory committee. The sixth from the right is the Minister of Natural Resources and Tourism, Hon. Khamis Suedi Kagasheki, on his left is the Chairperson of the committee, Prof. Letticie Rutashobya. Elisante is a member of the Secretariat of the committee.

Adventures in Spain – UNWTO Internship Experiences of Natalie Wolf and Ocean Belcher

Natalie: At the beginning of this year I applied for an internship at the United Nations World Tourism Organization (UNWTO), and with submission of my Master Thesis I got the email that I have been accepted into the Sustainable Development of Tourism programme at the headquarters of the UNWTO in Madrid, Spain. That was an unexpected and welcome surprise. The past three months have definitely been an interesting learning experience. So far, I have been coordinating and facilitating the tourism and aviation background paper for the 2013 UNWTO General Assembly in Africa as well as co-writing the prompter speech on the 10-Year Framework of Programmes for the 1st Regional Consultation Meeting. Luckily, the UNWTO accommodated its working hours to the summer schedule like most other businesses here in Madrid, meaning that we would always finish before peak temperatures hit the grounds (38°C on average). That left me with enough spare time to explore this beautiful city and its unique features and surroundings, enjoy some of the best cuisine and cervezas in the world, meet some amazing people and make new friends as well as appreciate the refreshing waters of some of the best pools in Madrid. Let me tell you one thing - Madrid is one loco city, if you ever get the chance than come here and see for yourself.



Clearly it's not all work for Natalie and Ocean



Retiro Park – One of the nicest spots in Madrid

Ocean: Through my TedQual internship I've been placed in the Affiliate Members Programme, which forms the link between the Organization and all its Affiliate Members. These members are from a diverse range of sectors in both the public and private sector ranging from universities and governments, to NGO'S and small attraction providers in over 80 countries. The AM Programme fosters increasing cooperation between all these groups and works to develop competitive and responsible business models and practices that are applicable worldwide.

As a result I am currently coordinating the AM Reports on the Meetings Industry, and Shopping Tourism globally, as well as organizing conference arrangements for the 2nd Global Summit on City Tourism in Moscow. Every day is different here, and I love that I get to collaborate with people from various cultural backgrounds as well as be involved in international projects and events.

As for the city, the long hot days (haven't been below 30 in 8 weeks), and constant barrage of activities means the social possibilities are endless. Madrid lives its life on the streets, and we are constantly eating and drinking late into the night.

Football season is cranking up and by the time you read this we will have also joined the hooligans in the South Stand of Santiago Bernabéu stadium supporting Real Madrid, and I hope we'll be toasting sweet success. (Feel free to catch the blog updates oceanpatrice@blogspot.com).

If you get a chance to be an intern or work overseas you should jump at the opportunity. The contacts we're making and the experiences we're having can only aid our future career progressions! Get amongst it!!! Adios!

Many Thanks to our Guest Speakers in Trimester 1

Insights from practitioners in the tourism industry are invaluable for our students and we are grateful for the high-quality and engaging contributions of the following individuals:

Peter Ellis, Manager Sector Performance, Institutions and System Performance; Science, Skills and Innovation, MBIE
Michael Grace, Research and Development Manager, Positively Wellington Tourism

Future Tourism Scholarship Opportunities

The tourism group is offering a number of tourism futures scholarships under the supervision of Dr. Ian Yeoman.

Summer Research Scholarship

This project will be focused around the preparation of a literature review in order to develop an ontology of tourism futures shaped by a classification of 'truthfulness' and 'explanation'. Other parts of the review, and an analysis of national survey statistics, will form parts of chapters in books focused on food tourism, and tourism based on events and festivals. The skills required are high level written communication skills, inc PowerPoint and Excel for displaying data; knowledge of the tourism literature and research; key theories of consumption. This summer research scholarships offers a unique opportunity for student to gain experience in research and get an insight into what studying for a research degree entails. Each scholarship gives a student the experience of working with established researchers in an area of interest to them, under the supervision of an academic staff member or a research team.

Applicants must be:

- >students currently enrolled in an undergraduate degree (near completion), honours or first year master's degree at any New Zealand or Australian university
- >students enrolled at Victoria University of Wellington for 2014 by 1 November 2013
- >students who are receiving alternative scholarship support cannot apply.

The value of the scholarship is \$6,000 for 400 hours research over 10 weeks. The deadline for applications is the **1st October 2013** and for further details see

<http://www.victoria.ac.nz/vbs/study-careers/awardsscholarships/summerscholars#Futures>

Master of Tourism Management Thesis Scholarship

What will New Zealand tourism be in the future? The purpose of the www.tourism2050.com project was to inform decision makers of the key drivers of change that could shape the future of tourism; what tourism in New Zealand would like as a consequence of those drivers and the strategic decisions that would be necessary in order to prepare, mitigate, drive or avoid those futures. As part of the funding of the project, monies were allocated for scenario planning capacity building and tourism futures education through one Master of Tourism Management (MTM) scholarship for Victoria University of Wellington students.

Students can study any aspect relating to the future of tourism and New Zealand.

The value of scholarship is NZ\$23,000 including a \$15,000 stipend for living expenses and NZ\$7,000 towards course fees. Students must have (or expected to complete or equivalent) the Honours component of Victoria University of Wellington's Master of Tourism Management.

The deadline for applications is the **30th November 2013**, for further details see

<http://www.fis.org.nz/BreakOut/vuw/schols.phtml?detail+500732>

For an informal discussion about these scholarships please email ian.yeoman@vuw.ac.nz



Elvis returns – Ian at the conference 4th July Party

The World of the Terminator has arrived

Hasta la Vista to life as we know it...

Within four years we will be wearing contact lenses that will project images onto our retina and we will thus be connected to the internet. We will be able to take photographs with the blink of an eye or read emails with physical motions or spoken words. Wearable technology will change everything we do Associate Prof Ian Yeoman of Victoria University told 200 delegates at the Holiday Parks Association of New Zealand conference and trade exhibition at Copthorne Hotel and Resort Solway Park, Masterton, on 4th July 2013. The presentation reported by Nigel Coventry for *Industry Tourism* went on to say tomorrows customers will be more educated, wealthier and more demanding - while wanting to pay less for goods and services. A copy of Ian's presentation can be downloaded from slideshare.

Alumni in Event Management

It's always a pleasure to catch up with past students and two BTM alumni now working in event management have been sharing their experiences with our current students as part of TOUR390 Applied Tourism Management. In early August Kate Bevin (BTM 2008) shared her experiences from volunteering at Homegrown during her studies to working at a series of high profile events including the Vancouver 2010 Winter Olympics and London 2012 Olympics. Earlier this year she returned to the University where she was the VUWSA Event Manager for O Week. Kate has recently moved into recruitment and is a Senior Consultant at Powerhouse People Limited in Wellington.

Kate talked about the reality of working in event management (the good and bad sides!) and offered some thoughtful advice for students wanting to work in this area. Most importantly, she stressed building and maintaining relationships. She suggested volunteering is the best place to start: it's a low risk way of getting experience, you meet new people in the industry, gain new skills, and, as in Kate's case, it can lead to paid work. She advised students to future proof their career through strong relationships, ensure you are part of a great team, and be proactive about contacting event organisers. So what was it like being back in the lecture theatre? Kate said "I really enjoyed speaking to the class about my experience - it was great being able to share my knowledge and experience to other students and allow them to hear first-hand what it is like working in the industry - I feel passionate about what I was talking about so initially I was nervous but realised there was no need to be because I knew what I was talking about!"

The students also got a lot from the session. Alexandra Smith, Course Rep for TOUR390 said, "It was fantastic that Kate took the time out to speak to our class. The knowledge and experiences from the events management industry that she shared were fascinating, and it was really interesting to hear how the industry operates from a practitioner who has worked within it. The tips for working in the industry were highly appreciated and absorbed by students interested in that particular area. A thoroughly enjoyable lecture."

Later this month another BTM graduate, Hamish Allen (BTM 2003), will be a guest speaker on the course. Since graduating Hamish has worked in a range of Event Manager roles in New Zealand, Canada and Europe. He's been able to combine his love of winter sports with work at a range of Ski and Snowboard events, and he'll join us having recently worked in Queenstown as the Freeski and Snowboard Manager at the Audi Quattro Winter Games and the Event Manager at the NZ Freeski Open.



One of the perks of the job: Kate driving an electric Mini as part of role as Venue Transport Manager at the London 2012 Olympic and Paralympic Games

Thanks to our Tutors in Trimester 1

Ella Speakman, third-year student BTM and BCom

Ina Reichenberger, PhD student

Jessica Bethell, third-year student BTM and BCom

Jessica Taylor, Honours student

Laura Freeman, Honours student

Leole Malama, third-year student BTM

Ocean Belcher, currently doing an internship with UNWTO in Madrid, see page 4 of this newsletter, and

Stephanie Wagner, Honours student

were our fantastic tutors in trimester 1. Your contribution is much appreciated as it helps us to provide high-quality teaching. We also very much appreciate **Bob Capistrano's** help with coordinating the tutorials, well done to all of you! The Tourism Management Group wishes you all the best for future studies or work.

VicTOUR

Experiential Learning in the BTM

The 2013 TOUR230 Visitor Management class visited ZEALANDIA – The Karori Sanctuary Experience to learn about visitor management in nature-based tourism and recreation.

After a welcome in the foyer, students were treated to a guided tour of the exhibition in the visitor centre and the valley. ZEALANDIA guides Allison and Merle did a fantastic job explaining how ZEALANDIA and the tours are managed, and they provided interesting insights into guiding from the perspectives of professional and volunteer guides. The visit to ZEALANDIA has become a

highlight of the TOUR230 Visitor Management course; it's the fourth time that this activity was included. Students are asked to write a report that analyses and evaluates the visitor management techniques applied at ZEALANDIA and to consider their possible impacts on visitor experiences as part of the course assessment. For many students it was the first visit to this Wellington attraction.



Students appreciate diversity in teaching approaches and locations - much more exciting than sitting in the lecture theatre.



Two guides, Merle and Allison (pictured left), took small student groups into various parts of the sanctuary valley.

Thanks to Arthur Bird for taking the photos that accompany this article!

Would you like to pass on information about VUW, the BTM or our postgraduate degrees in Tourism Management?

Contact:

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For further information about Tourism Management at VUW and our degrees:

GradDipCom Graduate Diploma in Commerce with Specialisation in Tourism

BTM Bachelor of Tourism Management

BTM (Hons) Bachelor of Tourism Management (Hons)

MTM Master of Tourism Management

PhD PhD in Tourism Management

See our website: <http://www.victoria.ac.nz/som/>

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