

## Newsletter

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

No. XVIII December 2010

This issue of the Tourism Management Group newsletter reflects on some of our activities and successes in the latter part of 2010. It reports on our travels and conference involvement, new books that have recently been published and on the 1st UNWTO TedQual Annual Event for Asia & Pacific that we have hosted in November. The newsletter also features three of our students who have been selected to contribute to the Solar Decathlon 2011, a student-led project that will take them to Washington DC next year.

We wish you a happy Christmas and a successful 2011.  
 The Tourism Management Group

### Study @ Vic Day

On August 27th, Victoria University of Wellington hosted prospective first-year students from around the country for its annual open house: Study @ Vic Day. The exhibits and information booths for the Faculty of Commerce and Administration were situated in the foyer of the Maclaurin Building. This new location proved to be very successful and turned out to be a high-traffic area on the day. The Victoria Management School table received many enquiries, and a number of those were about the Bachelor of Tourism Management (BTM). In the early afternoon, a 40 minute information session about the BTM was well attended by high school students and their parents. A number of current VUW students spoke about their BTM experiences during Study @ Vic Day, and they deserve a "thank you" for their efforts and enthusiasm. Thanks again to Rosemary Sewart, Laura Brown, and Tessa Campbell for their outstanding work. Once again, there was reason to be proud of our students. Special thanks should also be extended to Carol Wheatley for assisting with the Bachelor of Tourism Management information session.



Megan Key, Dr Adam Weaver  
 and Tania Loughlin at the VMS  
 information table

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## 1<sup>st</sup> UNWTO.TedQual Annual Event Asia and Pacific

### Shared Experiences: Enhancing Tourism Education Through Stakeholder Engagement

Between the 18<sup>th</sup> and the 20<sup>th</sup> November, we hosted the first TedQual Annual Event for the Asia and Pacific regions. After opening speeches by Victoria University's Vice Chancellor Pat Walsh, Loreto Ibanez, UNWTO.TedQual, and Prof. Doug Pearce, delegates from UNWTO.TedQual institutions in New Zealand, Australia, Indonesia, Hong Kong, India and Macau shared their thoughts about partnerships in teaching and learning. Presentation and discussion sessions explored topics such



as "Partnerships in tourism education" and "Labour-market issues and tourism education". The presentations were well received by an audience of 25 and initiated lively discussion. Members of our Industry Advisory Group Judy Chen, Ray Salter and Dave Bamford also attended the event and contributed perspectives from external stakeholders. The picture shows the conference delegates during a well-deserved morning tea break.

### Talking about stakeholder involvement...

We are extremely grateful to all the students who helped with the event. Many thanks to the following students, your assistance is very much appreciated!

Virak Sarm, Trisha Dwyer,  
Laura Brown, Aimee Rollandi,  
Kylie Lucas, Janet Tang,  
Nyasha Musarurwa, Lin Deng,  
Aiko Sato, Neema Menon,  
Lauren Cooper, Cesar Guala



The photo shows BTM student Aiko welcoming Prof. Aliana Leong of the Macau University of Technology who discussed "Learning by doing: the value of industry placements" with the audience and Prof. Don Dioko of the Institute for Tourism Studies in Macau (pictured right). Prof. Dioko discussed his institution's long-standing involvement with TedQual: "10 years of TedQual certification – it's not just about quality". He explained the recent changes in Macao's economy as a result of the establishment of gaming as an industry. Whilst these changes resulted in successful careers for graduates at early points their lives, Prof. Dioko also considered the somewhat limited options for some of them over the rest of their careers.



Prof. Lee from the School of Hotel and Tourism Management, Chinese University of Hong Kong, in discussion with the audience after his presentation on "Positioning hotel and tourism management as an academic discipline"



## BTM students to contribute to Solar Decathlon 2011

Third-year students to be Laura Brown, Aimee Rollandi and Andrew Mills have been selected by Victoria University's Solar Decathlon 2011 team to help them preparing for the exhibition of their solar-powered bach Firstlight (pictured) in 2011. The Solar Decathlon is a competition run by the United States Department of Energy, held biannually in Washington, D.C. It challenges 20 collegiate teams to design, build and operate a solar powered house that is cost effective, energy efficient and appealing. The Solar Decathlon has grown into one of the most highly anticipated design competitions ever held, attracting over 300,000 visitors to Washington's National Mall in 2009. The competition is student-led and involves students from many Schools across Victoria University. Aimee, Laura and Andrew are currently preparing strategies for visitor management of the site. Laura says "This is a great opportunity to apply some of the things we have learned in the visitor management course and other papers".



Aimee and Laura have already moved into the SD2011 project office on the Te Aro campus



The three have been selected in a competitive process run during the TOUR230 Visitor Management course in 2010. But developing visitor experiences, tours for various visitor groups and appropriate interpretation is only one part of their task. They are also involved with the running of events and some of the travel logistics to make sure that a group of ca. 40 students will make it to the competition in Washington safe and sound. "All this experience with coordination and events will hopefully help getting a job in events management after graduation." says Aimee.

If you cannot make it to Washington to support our students and partake in one of their tours, you will even be able do so in Wellington! The test run of the building, all its features and tours will be in Frank Kitts Park on the Wellington waterfront during the last two weeks of April 2011. During that time, the house will be open to the public.

## Adam is Away on Research and Study Leave

Between late November and late June, Adam will be away in Canada on research and study leave. He will be spending most of his time at Brock University in St. Catharines, Ontario as a Visting International Scholar in the Department of Tourism and Environment. Adam's time will be devoted to completing revisions to some refereed journal articles, finishing a paper that addresses the management of serious complaints within the tourism industry, and exploring in more detail the use of tourism imagery in the marketing of non-tourism products. Adam has also been invited to provide some guest lectures at Brock University and the University of Guelph. He also plans to present a paper at the 42nd Travel and Tourism Research Association conference in London, Ontario in June. At present, Adam is searching for moderately decent and clean accommodation close to Brock's campus and the downtown.

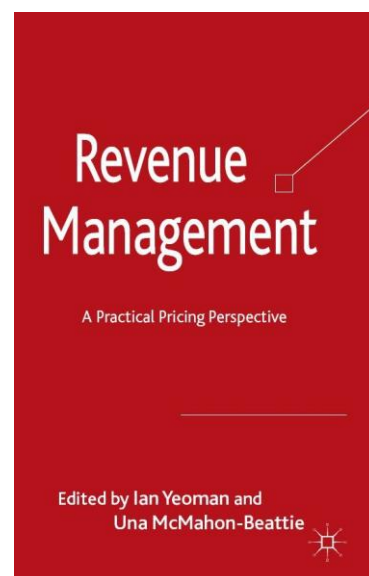
## New book:

### Revenue Management

How much would you pay for a round of golf, renting an apartment during a festival or an airline ticket? Ian Yeoman's (with Una McMahon-Beattie, Ulster University) new book does just that. **Revenue Management**, is one of the hottest topics in the services industry and this book, explains the theory and how it is applied in different industries.

The book brings together leading thinkers on the topics including Karl Issler (Swiss), Ben Vinod (Sabre), Stefan Poelt (Lufhansa) and Sheryl Kimes (Cornell University).

To download a complimentary chapter and further details click [here](#).



## Fieldwork in Chile – somebody has to do it

This year I had the chance to spend five months in Chile to collect data for my PhD research and to give a presentation on my PhD topic at a conference held in Santiago. Although my data collection in Chile is the main reason why I am writing this lines, let me share with you a couple of events that happened in Chile during my stay.

I left New Zealand two months after a massive earthquake had affected Central Chile, precisely the area where I was going to go for my research. As soon I landed in Santiago, the earthquake's effects on the roads and the airport were visible.

However, and in spite of the damage, I have found that the way that the country has moved forward since the earthquake in terms of getting back to normality is remarkable. Ah! And of course, because these lines are about my fieldwork, I have to say that in most of my interviews the earthquake was a theme even though it was not included in my interview checklist. In addition, I even had to manage a few small quakes in the middle of some interviews.

A second fact which I cannot ignore is the miner's situation in the north of Chile. Certainly, it was a big thing in Chile for three months and, of course, it was also part of the conversation with my interviewees before or after the interviews. As every single Chilean, I celebrated the rescue of the miners as a wonderful tribute to life. However, and again as every single Chilean, I feel the sorrow for the lost miners in New Zealand I would have liked to see the same happy ending here.

Now let me to tell you about my data collection in Chile.

My research called "Institutional change in National Tourism Organisations: the case of the Chilean NTA - Sernatur" explores the institutional change in NTAs based on the official Chilean Tourism Agency – Sernatur. This process is reflected in an Act which was recently enacted after two years of discussion in Parliament. I conducted 38 interviews with public and private sector actors involved with the formulation of the Bill and its discussion in Parliament. Interviewees included four congress members, a former Minister of Economy, several former national chiefs of public agencies - such as the Chilean Tourism Board and the National Forestry Service – as well as Chilean researchers in tourism and policies, among others. Interviews were mainly conducted in Santiago and Valparaíso, where central government and Parliament are.



Although currently I am in the process of transcribing my interviews, I would like to highlight three relevant issues which I think are emerging from my data. The first one is the recognition that the increasing rates of international arrivals to Chile may have triggered the formulation of the bill. In fact, international arrivals to the country increased from 1.7 million in 2001 to 2.8 million in 2008. A second element is related to the general agreement to pass the bill in Parliament despite the usual differences between left and right parties. This aspect may be strongly related to the growth of the industry as there is a certain recognition of tourism as an emerging economic activity which needs to be strengthened further. Finally, it was interesting to see that major problems with the bill were faced by the government that initiated it as it was seen to impact on other public services. The commitment of the former President was therefore essential for the passing of the bill.

In addition to data collection, I attended to the annual Conference of the Chilean Tourism Research Society held in Santiago. About 150 academics and other researchers attended the two-day conference. It was a good opportunity receive feedback on my PhD proposal from the participants and to identify some stakeholders and organise some interviews with them.

In summary, I had a productive time which would have not been possible without financial support from New Zealand AID and the Victoria Management School. What is the next step? Organizing and analysing data and writing up, but at the same time enjoying these beautiful sunny days in Wellington, a perfect motivation to keep working on my PhD research.

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## Thanks to guest speakers in trimester 2 courses 2010

Most of our courses involve guest speakers from the public and private sectors and other players in tourism. Their contributions help our students bridge theory and practice and prepare them to become well-rounded members of the tourism workforce after graduation. We would therefore like to acknowledge and thank the following guest speakers for their important contribution.

Dawn Muir, Carter Observatory, Wellington  
Sarah Morris, Te Papa  
Ngatata Love, Victoria Management School  
Chris Barber, Nature Coast Enterprises

Richard Fewtrell, ZEALANDIA – The Karori Sanctuary Experience  
Fiona Macdonald, Tourism Strategy Group  
Christina Mackay, School of Architecture, VUW  
Assoc. Prof. Carolin Funck, Hiroshima University



## Korean connections ...

With Prof. Doug Pearce and Assoc. Prof. Ian Yeoman speaking at conferences in Korea and Dr Jeong-Keun Oh about to complete his research in Wellington, 2010 has truly been a year of Korean connections.



Doug Pearce was an invited speaker at the 2010 Saemangeum Tourism Development Symposium held in Korea in late November. The symposium focused on various aspects of tourism development associated with the Saemangeum project, a major reclamation project which features the world's largest sea dyke, some 33km in length, and proposals to build a futuristic Water City on reclaimed land. Doug's paper was entitled "From development to destination management: international perspectives on major coastal resorts". It outlined a range of issues that had emerged in the development and subsequent management of two other major coastal tourism projects- Languedoc-Roussillon in France and Cancun in Mexico – and discussed the implications of these for Saemangeum.

## Experiencing Victoria University and Wellington – a visiting scholar's perspective

Dr. Jeong-Keun Oh has now spent almost one year with the tourism management group at VUW. Sponsored by a grant from the Korean Government and the National Research Foundation of Korea he has arrived in January 2010 and has not regretted it since. He says: "I was very lucky to have had this wonderful opportunity at Victoria University of Wellington for my research project".

Dr. Oh says he has gained invaluable experiences while researching the New Zealand International Arts Festival in Wellington. He also enjoyed opportunities to meet with a number of scholars through the Tourism Management Seminar Series and at the UNWTO Ted Qual Event in November.

Dr. Oh would like to especially acknowledge Prof. Doug Pearce's careful guidance as well as exchanges with other staff such as Dr Karen Smith, Assoc. Prof. Ian Yeoman, Dr Julia Albrecht, Dr Adam Weaver, Dr Christian Schott and Dr Mondher Sahli as these helped his research. Many thanks also to the administrators including Luisa Acheson, Carol Wheatley, Sophia Lum and Helen Jiang. Dr. Oh, now also known as Kenny among staff and postgraduate students, has made many good friends in the Masters and PhD programme such as Trisha, Victoria, Virak, Neema and Cesar.

Dr. Oh says he loves Wellington and considers it an unbelievably beautiful city. He admits that, "I really enjoyed Wellington's nature with mountains, hills, parks and sea, and a lot of arts events". Dr. Oh wants to revisit Wellington and meet the friendly VUW staff again. In addition, if he gets another chance to research, he would like to research Wellington city's competitiveness and city tourism.



Dr. Jeong-Keun Oh developing his interest in urban tourism

## Ian addresses the UN on the future of technology

Dr. Ian Yeoman was the keynote speaker at the UNWTO Login summit in Buyeo, South Korea on the 13th October. The international summit brought together all those interested in ICT (information and Communication Technology) and e-tourism which was part of series of meetings linked to the G20 being hosted by the Korean government. Ian started his presentation by saying that Korea has one of the biggest gaming cultures in the world, the national tourist organisation now focuses marketing campaigns and information provision on interactive media, such as [www.haru2010.com](http://www.haru2010.com). The heart of Ian's address focused on topics such as the combination of artificial intelligence, augmented reality, RDIF chips and ubiquitous computing driving the present changes in an information society. The application of these technologies allows tourists to find out everything around them and further, whether it is the nearest restaurant or availability in a hotel.

*Continued on the next page*

## Ian addresses the UN on the future of technology *(continued from previous page)*

Future applications such as gestural interfaces which is a topic in computer science and language technology with the goal of interpreting human gesture via mathematical algorithms. Gesture recognition enables humans to interface with the machine and interact naturally without any mechanical devices. Using the concept of gesture recognition, it is possible to point a finger at the computer screen so that the cursor will move accordingly. This could potentially make conventional input devices such as mouse, keyboards and even touch-screens redundant. Basically, recall the opening scene in Minority Report when Tom Cruise was in the police control room. This is the application of gestural recognition.

Imagine a world in 2050, when computers are more powerful than the human brain, this is the concept of singularity. Elements on the road map to singularity include, MIT's STAIR robot which one day could replace the room attendant and revolutionise the housekeeping departments of many hotels. Voice recognition technologies are growing at an exponential pace, for example SmartActionIVR, is an artificial general intelligence system that can conduct smart intelligence conversations which understands and adapts to mood, degree of certainty, learns how to respond and can even ask you out on a date. The software is used widely in telebanking and basic information provision services. Maybe, in 2050 it will be the robots that will be going on holiday.

The foundation of Ian's talk will be published in a new book in 2011, '2050: Tomorrows Tourism'.



Dr Ian Yeoman shares a platform with Mr Charm Lee, CEO Korean Tourism Organisation

## No Mickey Mouse Opportunity II

It was such a shock to leave the New Zealand winter and arrive in the American summer. It was 6am when I arrived in LA and could already feel myself sweating. Arriving in Florida was amazing. The initial shock that everyone was driving on the other side of the road; the 4-5 lane highways; the fast food outlets - it is just like you see on TV. I was in America.

After the first few weeks I was getting used to the heat, it was peak summer time and about 80% humidity - thank goodness for air conditioning was all I could say! Disney World is made up of 4 parks: Magic Kingdom, Epcot, Hollywood Studios and Animal Kingdom as well as 2 water parks and numerous resorts. I work at Epcot. Epcot was Walt Disney's original dream, it stands for Experimental Prototype Community Of Tomorrow. I work in a store called Mousegear which is one of the biggest merchandise locations on Disney property. We sell anything and everything - giant plush Mickey Mouses to the smallest keyring. You name it, we have it!

Working for Disney has been such an amazing experience. I love meeting people from around the world everyday, not just guests, but other cast members as well. Experiencing American holidays is great too. For Halloween I dressed up as an All Black (keeping the Kiwi in me), we recently had a pot luck lunch for Thanksgiving and it's not even December yet and the Christmas decorations have gone up already.

I have made some amazing friends in the last 5 months and have had the chance to see what Florida has to offer. Miami is just 4 hours down the road; the Kennedy Space centre is 1 hour east and the Bahamas are south. It has been amazing and I definitely recommend it to anyone.

The best part about being a part of the International College program is you get the option to extend your contract for an additional 6 months, which is exactly what I have done. See you in July 2011 :)"



BTM alumnus Penny Gibson with a colleague

## Thanks to guest speakers in the tourism management seminar series 2010

The tourism management group ran a very successful seminar series in 2010. The audience included a wide range of academics, public and private sector representatives and interested members of the general public. We would like to use this opportunity to thank and acknowledge our speakers:

**Ross Clapcott**, Chief Advisor to the (then) Ministry of Tourism:

NZ tourism and our international air linkages: emerging policy perspectives and challenges

**Assoc. Prof. Ian Yeoman**, Tourism Management Group:

Who will be the Future Tourist?

**Prof. Doug Pearce**, Tourism Management Group:

Trends and Advances in International Tourism Research

**Arthur Klapp**, Chief Executive, Winter Games NZ and Managing Director:

The 100% Pure New Zealand Winter Games and Event Tourism

**Assoc. Prof. Dianne Dredge**, School of Tourism & Hospitality Management,

Southern Cross University:

Tourism networks, governance and collaboration

**Cesar Guala Catalan**, PhD student in tourism management:

Community based ecotourism and indigenous people in southern Chile

**Geoff Ensor**, Tourism Industry Association New Zealand:

Decision-making for tomorrow – a Tourism Industry Association perspective

**Susanne Becken**, Associate Professor, Lincoln University of New Zealand:

Tourism and Oil

**Kevin Bowler**, Tourism New Zealand:

Taking New Zealand to the world: Tourism New Zealand's marketing strategy to 2013

**Prof. Larry Dwyer**, University of New South Wales: Tourism Management to Avoid

Strategic Drift

**Assoc. Prof. Carolin Funck**, Hiroshima University:

Tourism in Japan: Changes and trends in the 21st Century

**Dr. Valentina Dinica**, School of Government, Victoria University of Wellington:

Tourism sustainability and neo-liberalism: likely bedfellows? A Dutch case study with warnings for other 'neo-liberalism lovers'



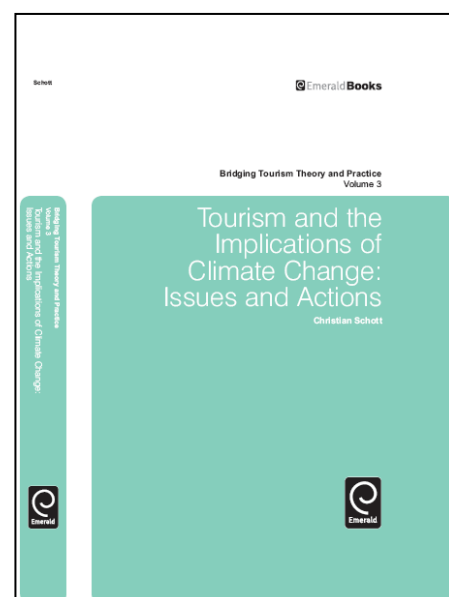
Geoff Ensor discussing "Decision-making for tomorrow – a Tourism Industry Association perspective" in the Boardroom in Rutherford House

## New Book: Interrelationships between Tourism and Climate Change

A new book entitled 'Tourism and the implications of Climate Change: Issues and Action' edited by Dr Christian Schott has just been published by Emerald. It appears as volume 3 in the Bridging Tourism Theory and Practice book series by Professors Jafar Jafari (University of Wisconsin-Stout) and Liping Cai (Purdue University).

Christian describes the book which consists of 18 chapters from nine countries as "a valuable platform for knowledge exchange between different disciplines and for learning from both theory and practice". He adds that the book seeks to both widen and deepen social sciences understanding of climate change implications for tourism by bringing together practitioners perspectives with those of academics representing disciplinary backgrounds including: anthropology, climatology, climate change studies, economics, environmental sustainability, hospitality, policy and planning, psychology, scenario planning, and transport studies.

For more details click [here](#).

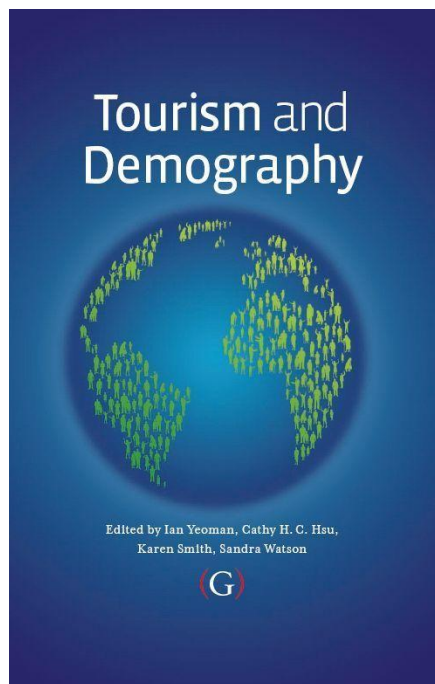




## Greetings from England: Karen is Away on Research and Study leave too

My research and study leave is based on a couple of linked projects on volunteer management and managers. I spent the first half of my leave either in Wellington or travelling around New Zealand doing life history interviews with people who are paid to manage volunteers in tourist attractions or health charities. This is part of a study on career paths and identities of paid volunteer managers. For the second half of my leave I've travelled further a-field and am based in the UK. Since arriving I've fitted in short visits to Bournemouth and Manchester Metropolitan Universities as well as the Centre for the Community and Voluntary Activity (Roehampton University) and the Institute of Volunteering Research and Volunteering England. It has been a great opportunity to meet with existing and new colleagues and collaborate on common research projects, especially on sport event volunteering.

It's not all work and I am also looking forward to spending Christmas with my British-based family. My two sons have been excited by all the snow here in England, but unfortunately I've mostly experienced how badly the British transport system copes with the wintry weather. I'm sometimes looking enviously at the wonderful summer weather Wellington is having and hoping some of it last until we return in February.



## New book: *Tourism and Demography*

Ian Yeoman and Karen Smith have co-edited a new book called *Tourism and Demography*.

Demography is the most important external factor that will shape the future of the tourism, whether this is a shrinking labour market, new life courses, changes in fiscal policies or new marketing strategies.

The book demonstrates the latest research on the topic with a range of international case studies from Arizona to Micronesian Islands.

To download a complimentary chapter and further details click [here](#).

## Thanks to our fantastic tutors

Our thanks go to Stephanie Butterfield, Sarah Halliday, Liz Moore, Rebecca Tan, Frances Hill and Alex Handley for their service to the BTM in trimester 2. Your contribution is much appreciated and helps us to provide high-quality teaching. The Tourism Management Group wishes you all the best for future studies or work!

## Goodbye Carol!

Many thanks to Carol Wheatley for looking after us (and the printers) during Helen's maternity leave.

It was great to have you and we wish you all the best for your degree and future career!



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

Contact:

Dr Christian Schott, christian.schott@vuw.ac.nz or (0064) 4 463 5719

Tourism Management, Victoria Management School

Victoria University of Wellington

P.O. Box 600, Wellington

## 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/vms/>

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