“Before entering the festive season and commencing the New Year, the members of the Tourism Management Group would like to keep you informed of our latest events and successes. Among other things, this issue reports on the renewal of our TedQual certification, our first BTM graduate to be awarded a VicPlus award, current research and overseas projects.”

We wish you a Merry Christmas and a successful 2010!

The Tourism Management Group

**TedQual certification renewed**

Renewal of the World Tourism Organization’s (UNWTO) TedQual certification confirms the consistent quality of Victoria's Tourism Management degrees. Commenting on the renewal of the TedQual certification for a further three years, Professor Doug Pearce said "TedQual is very important to us in terms of maintaining best practice in tourism management education. International recognition of the BTM, BTM(Hons) and MTM in this way demonstrates to students and employers that we are continuing to deliver high quality relevant programmes".

In his report prepared mid-year, the international auditor commented in particular on the laudable efforts made to strengthen learning objectives and skills development and underlined the importance of input from the industry advisory group.

Worldwide there are 47 institutions with TedQual certification; Victoria is the only one in New Zealand.

The image shows the TedQual certificates adorning our reception area.
Research About BTM Graduates
Dr Adam Weaver has recently completed a study of Bachelor of Tourism Management (BTM) graduates' perceptions of job quality in the tourism industry. This research involved interviews with over 20 recent BTM graduates working in New Zealand. Some of the findings have been published in a paper that appeared in the International Journal of Contemporary Hospitality Management in 2009. A second paper that focuses on the job-search and promotion-seeking strategies of BTM graduates is scheduled to be published next year in the Journal of Human Resources in Hospitality and Tourism. Findings from this second paper were recently summarized in an article that appeared in Nigel Coventry’s Inside Tourism. Adam has received numerous e-mail enquiries about the research from students and scholars affiliated with tertiary institutions overseas who have read the paper in the International Journal of Contemporary Hospitality Management. You are welcome to contact Adam (adam.weaver@vuw.ac.nz) for further information about the study he undertook.

Practical Pricing
How do you price a car parking space, a restaurant meal or an airline ticket? The answer is Revenue Management. Dr Ian Yeoman has edited a series of professional lectures by leading experts in this field published by Henry Stewart Talks. Contributors include Ramesh Venkat of Emirates, Laurie Garrow of Georgia Institute of Technology and Karl Isler of Swiss International Airlines. Details of the talks are available at http://hstalks.com/main/browse_talks.php?father_id=421&c=250. A book to accompany the series will be published in May 2010 by Palgrave Mcmillan.

New book on managing volunteers in tourism
Dr Karen Smith is celebrating the publication of a second book this year. Managing Volunteers in Tourism: attractions, events and destinations was written with Dr Kirsten Holmes of Curtin University in Australia, and published by Elsevier Butterworth-Heinemann. Volunteers are an essential part of tourism and the book is the first to bring together the diversity of tourism volunteering settings, whether it is volunteering in a local museum, at a major sports event, at a visitor information centre, or travelling the world as a volunteer tourist. The first half of the book reviews latest research to highlight key issues in managing tourism volunteers, including programme design, volunteer motivation, recruitment, training, reward, retention and diversity management. The second half consists of ten international case studies from leading academics and practitioners. Karen said “It’s been really exciting working with those researching and managing tourism volunteers, and the case studies illustrate, in detail, the challenges and best practice in tourism volunteer management”. Case studies include volunteer tourism holidays in Lesotho and The Bahamas, the Melbourne Commonwealth Games, festivals in Canada and Norway, and, closest to home, WWOOF (Willing Workers on Organic Farms) in New Zealand.

Teaching assistance in tourism policy and planning
Victoria University is looking for someone to assist Dr Ian Yeoman to teach / co-ordinate tourism policy and planning or tourism trends from March 2009.
Please contact Ian on ian.yeoman@vuw.ac.nz for further details.

Thanks to our fantastic tutors!
Our thanks go to Bruce Dale, Ella Street, Mariska Wouters, Nicole Wadsworth and Stephanie Butterfield for their service to the BTM. Your contribution is much appreciated as it helps us to provide high-quality teaching.

The Tourism Management Group wishes you all the best for future studies or work!
Foreign Direct Investment in Tourism: the development dimension

Dr Mondher Sahli continued his research collaboration with the United Nations Conference on Trade and Development (UNCTAD) by undertaking a new international research and policy project in The Gambia in July 2009. This new UN-funded project is part of a multi-country study of the scale and multi-faceted impact of tourism foreign direct investment in developing countries, within the project entitled “Foreign direct investment in tourism: the development dimension”. The research and policy analysis in Sub-Saharan Africa is funded by the UNCTAD and the International Development Research Centre (Canada) and was conducted in two stages. In the first stage, the evidence was gathered on trends and levels of FDI in tourism in a selection of Southern and East African countries: Mauritius, South Africa, Kenya, Tanzania, Uganda and Botswana. The domestic policy and regulatory environment in each country was assessed. Using surveys and questionnaires designed to capture the impact of FDI in tourism, the studies gathered information on various economic, social and environmental indicators. In the second stage, the project has been extended to include four West African countries (Gambia, Ghana, Mali and Senegal).

The fieldwork in The Gambia was conducted by Dr Mondher Sahli and Dr Lee Davidson who is also a Senior Lecturer at Victoria University of Wellington in the Museum and Heritage Studies programme. During their time in The Gambia, they conducted in-depth interviews with managers of local and foreign hotels, national and regional government officials, and NGOs in order to investigate the socio-economic impacts of tourism in the Gambia and the main issues driving investment in this sector. The final report is to be completed by January 2010.

Congratulations to our graduants!

Congratulations to fifteen former students who graduated with their Bachelors and Masters of Tourism Management on the 16th of December 2009. We wish Alisha Fouhy, Apinelu Poutasi, Belinda Davis, Dudu He, Diana Chan, Gemma de Vries, Karina Young, Katherine Graham, Lihua Lin, Maureen Egan, Meishi Xiong, Penelope Gibson, Qian Wu, Rachel Strahl, Raymond Mullan and those that could not attend graduation in person all the best for their careers and future lives.
Maureen Egan: First BTM graduate to receive a Victoria Plus Award

Congratulations to Maureen Egan as the first BTM graduate to also receive a Victoria Plus Award. Launched in 2008, the Victoria Plus Award is a leadership programme which recognises service to the University, clubs and societies, and volunteering within the wider community. The award encourages students to get the most out of their time during university and actively engage in their community.

To achieve the Award Maureen got involved at the University as a disability support student note-taker, a tutor for Manaaki Phipihinga, and a class rep. Her community volunteering included Women’s Refuge, Wellington Zoo, and the New Zealand Red Cross. Commenting on the variety of roles and organisations she’s been involved in Maureen said “I’ve been able to focus on what I think is most important in life: helping others and being a contributing member to the society you live in. The Award has helped develop me to become a stronger candidate for future employment roles.”

The Victoria Plus Award focuses on the Victoria graduate attributes: communication, critical and creative thinking, and leadership, as well as developing strong interpersonal skills, teamwork, enthusiasm, problem solving, analytical thinking and showing a ‘can do’ attitude. Maureen said she found the Award’s personal and professional development seminars “invaluable”. “They’ve helped me develop attributes which will be valued by future employers”. Senior Lecturer Dr Karen Smith has been involved in the programme and commented “The reflection component of the Award is completing an ePortfolio. This enables students to look in depth at the experiences they have had throughout the Award and consider how the activities and workshops have helped them to grow their leadership and communication skills.”

So would Maureen recommend this to current tourism students? “Yes, I would do it again in a heartbeat and I thoroughly recommend it to anyone who wants to really get involved and meet people.”

If you’d like to know more or get involved, check out www.victoria.ac.nz/victoriaplus or contact Jane Fletcher, Victoria Plus Co-ordinator (jane.fletcher@vuw.ac.nz).

Study @ Vic Day: Promoting the BTM

On August 28th, the tourism management group once again participated in Study @ Vic Day, Victoria University of Wellington’s main on-campus promotional event. Students from the Wellington area and around the country came to visit the Kelburn campus for tours or simply to browse our facilities. Information about the Bachelor of Tourism Management (BTM) was distributed to prospective students throughout the day from the Victoria Management School’s expo booth. The BTM information session was attended by over 100 high school students and their was standing room only in the lecture theatre (Hunter 119). Information about the BTM was also disseminated at the two Victoria Management School information sessions. Tourism management staff would like to thank the BTM students who participated in Study @ Vic Day — Zoe Winmill, Stephanie Butterfield, and Stephanie Davidson. They spoke with great poise and enthusiasm about their studies, life on campus, and career aspirations. Well done!

BTM graduate Whitney Talbot bound for LA(X)

I finished my BTM Dec 2009 and had not even put my study notes away when I got an email saying I got an internship with Hallmark Aviation in LOS ANGELES and I was to leave in 8 weeks!!!! Hallmark Aviation was really impressed with my BTM and as there were a lot of people at the initial interview with Diploma or Certificate, having a Bachelor really made me stand out. They were very interested in the Visitor Management (TOUR230) and Tourist Behaviour paper (TOUR345) I have done as part of the BTM. They believed my knowledge in these areas could contribute positively to their customer service team based at LAX Airport, where I will be working. But most importantly I would not have got this job if Adam hadn’t posted on his trusty OHP in TOUR 345! Victoria University lecturers have a strong relationship with others in the industry and it is through this relationship and networking that it is possible for its students to get their foot in the door for some great jobs in the tourism industry.
A warm welcome to new PhD student Natalia Pushkareva

Natalia joins us from the University of Exeter where she completed her MSc in Tourism, Development and Policy with distinction in 2008. Natalia has a background in linguistics and cross-cultural communication and holds a BA from Moscow University. She was awarded a Victoria University Vice-Chancellor’s Strategic Awards Scholarship to support her research on ‘How policy-makers make decisions about sustainability’, supervised by Dr Ian Yeoman and Prof Stephen Cummings, earlier this year. Natalia met Dr Ian Yeoman at a conference organised by him for VisitScotland in 2008. Her research interests include tourist behaviour and experience in the context of postmodernism, sustainable tourism development and decision-making.

The photo shows Natalia presenting her Masters research entitled ‘Authenticity in tourist experience. Phenomenological perspective’.

Tourism 2050

Dr Ian Yeoman and Professor Douglas Pearce of Victoria University’s Management School and Dr John Moriarty of J & H Moriarty Ltd will receive $791,600 over the next three years from the Foundation of Research, Science and Technology (FRST) and the Ministry of Tourism to construct a series of scenarios about future tourism in New Zealand. The scenarios will paint multiple pictures of the futures in order to shape future thinking, provide insight and an understanding of how the world is changing. Stage 1 of the project involves identifying the keys drivers of change whether it is technology, climate change, ageing populations and resources through interviews with experts and secondary data analysis. Stage 2, is the construction of four scenarios along a timeline to 2050 covering the dimensions of the world, New Zealand, demand and supply structures and social values. Stage 3 is an economic evaluation of those scenarios based upon a number of changing conditions. Stage 4 is updating the scenarios based consultation with industry and expert opinions and the final stage is communicating the scenarios to industry and relevant communities. For further details of the project visit www.tourism2050.com.

Alumni AGM well attended

The recent AGM was an opportunity for the Wellington based Alumni members to catch up and network. The formal AGM meeting was relatively quick but did shine a light on the good work the previous committee had done organising events over the past year(s). We would like to thank the outgoing members, for their excellent contributions toward building the Alumni membership and organising numerous events over the last year, including the very successful gig in honour of Dr Bob Garnham’s retirement. Last years committee members are Carolyn Parker, Kate Bevin, Khoa Nguyen, Philip Stuart and Rachael Dalmon – thanks for all your hard work!

At the AGM several committee members stepped down, and a new committee was formed. Khoa remains on the new team with Kim, May-Ling, Roshni, Karina who bring fresh ideas and skills to keep the Alumni alive and growing; Philip will continue to assist with the Facebook site from his new home in Queenstown. At our inaugural meeting we discussed ideas for 2010 which include the ever popular careers evening for current students, educational and or fun events for members and developing the professional networks of the Alumni community.
Ian’s European Adventure
Dr Ian Yeoman has just returned from his OE speaking on the future, watching his favourite football team and meeting royalty. Let me explain! Ian was invited by Fáilte Ireland to speak at their national conference on the Future of the Food Tourism and Consumption covering topics such as the experience economy, nanotechnologies, men in the kitchen and authenticity.

Then it is off to Ulster University to speak to students about the Future Tourist and how disposal incomes shapes values, behaviours and consumption. The next destination is Stenden University of Applied Sciences in Leeuwarden, Netherlands where Ian is a Visiting Professor. The university has been awarded a research grant of €3.5 million (NZ$ 7.2 million) by the European Union Regional Fund to examine the future of tourism in Northern Holland and Ian was keynote speaker at the launch event speaking on the ‘importance of scenario planning and destination futures’.

A week at the university taking in various meetings with key stakeholders and a couple of lectures to tourism students. Next destination is London to interview a series of experts on the future of the world for the FRST research project about New Zealand tourism in 2050, interviews included Viscountess Cobham (Chairperson of VisitEngland), Prof Dimitrios Buhalis (Bournemouth University), Futurists Rohit Talwar and Michael Jackson.

In between all of this, a visit to Sheffield Hallam University, where Ian was an undergraduate to speak on the Tourist of Tomorrow, meetings with publishers and a pilgrimage to the Stadium of Light to see Sunderland beat Arsenal 1-0 in a critical premiership game.

“Tourism Entrepreneurship” added to offerings at 400-level
From 2010, the 400-level course “Tourism Entrepreneurship” is going to be offered for students at postgraduate level. This exciting new “Special Topic”, taught by Dr Julia Albrecht, will complement the existing papers and provide insights into entrepreneurship in tourism and hospitality as well as tourism business management and related research. It recognises the vital role of small and medium enterprises in tourism and the increasing need for professionalism in the operation of micro-businesses. Additional foci of “Tourism Entrepreneurship” are entrepreneurial behaviour, tourism business networks, and business planning in a tourism context.

Change in VicTOUR editorship
As there has been a change in editorship of our VicTOUR newsletter:

Many thanks to Dr Christian Schott for his efforts and service over the last years.

But while there have been a few changes to appearance, the purposes of this newsletter remain the same: We aim to keep you posted on exciting events surrounding our research and teaching as well as the successes of our students and graduates.

So, dear readers, in particular tourism graduates: we are always interested in what you are doing, where you are, who you employ or who you work for. So if you would like to share your stories with us, please contact any member of the tourism management group you may still be in contact with or julia.albrecht@vuw.ac.nz.

We look forward to hearing from you!

Dr Christian Schott a proud dad
In September Dr Christian Schott and his wife Joanna became parents for the first time with Sebastian. When not spending time with Jo and Seb Christian is editing a new book that examines multi-disciplinary perspectives on the implications of climate change on tourism. On his upcoming sabbatical Christian and his family will be based in the London area. Christian is going to visit Surrey University and conduct research on ritualised mobility by young New Zealanders.
Thanks to our guest speakers in trimester 2!
Over the course of the last trimester we had, again, an impressive line-up of guest speakers who contributed to our teaching at both undergraduate and postgraduate levels as well as to the fieldtrips. 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:

**Akash Sood**
Reception Manager, InterContinental Wellington.

**Andrew Smith**
HR Director, James Cook Hotel Grand Chancellor.

**Angela Varelas**
Marketing Coordinator – Tourism, Museums Wellington.

**Barry Norton**
Reserve Bank New Zealand, Museum and Function Administrator.

**Bernie Hanratty**
Team Leader - Tourism Satellite Account, Statistics NZ.

**Chris Sperring**
Wellington Travel & Accommodation Manager, YHA.

**Christina Mackay**
Senior Lecturer in Architecture and Design, VUW.

**David Perks**
Chief Executive Officer, Positively Wellington Tourism.

**Donal Raethel**
Tours Co-ordinator and Archivist, Archives New Zealand.

**Fiona Macdonald**
Research Analyst, Ministry of Tourism.

**Heike Schänzel**
Tourism Researcher.

**Jo Greenman**
Matiu/Somes Island Ranger, Department of Conservation.

**Johnny Edmonds**
Director, Irimana Enterprises Ltd.

**Laura Huang**
Assistant Manager, Cable Car Museum, Museums Wellington.

**Lisa Gebbels**
Business Development Manager, YHA Wellington City.

**Malcolm Macfarlane**
Lecturer, NZ Government Representative on Antarctic Vessels.

**Mariska Wouters**
Tourism Researcher and independent consultant.

**Matt Sidaway**
Matiu/Somes Island Ranger, Department of Conservation.

**Michael Morgan**
National Accounts Statistical Project Manager, Statistics NZ.

**Millie Douglas**
Career Consultant, Career Development and Employment, VUW.

**Monica Armesto**
Product Development Manager, Tourism New Zealand.

**Richard Fewtrell**
Zealandia, Business Development Manager Tourism.

**Roshni Stephens**
Tourism Resource Consultants.

**Susan Roberts**
Director of Sales, James Cook Hotel Grand Chancellor.

**Tim Grubb**
Tourism Resource Consultants.

**William Bevil**
Technical Support Officer, Interpretation, Department of Conservation.

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Jo Greenman, Department of Conservation Matiu/Somes Island Ranger, talks to students during the TOUR250 fieldtrip, much to Christian’s delight.
VicTOUR

Seminar series also available online
The tourism seminar series Future Makers - Future Takers in 2008/09 has now come to a close. Highlights included Dr Ben Vinod, Sabre Holding, talking on the Future of Airline Distribution and Associate Tourism Minister, The Hon Dr Jonathon Coleman on the importance of tourism research. For those that missed the series or those that want to see the talks again, video recording are available at http://mdsweb.vuw.ac.nz/Mediasite/Catalog/Front.aspx?cid=5bc4c0dd-3f6b-4838-83ae-e857f6a364b9.

We thank the following speaker for their contribution to the seminar series!

**Prof Colleen Ward**
School of Psychology, Victoria University of Wellington
A pocket guide to psychological research on tourism

**Dr Ben Vinod**
Chief Scientist at Sabre Holding
Trends in Revenue Management, Seat Inventory and Distribution

**Dr Karen Smith**
Victoria Management School
The Future of Volunteers in Tourism: tourists and hosts

**Dr Ian Yeoman**
Victoria Management School
How New Zealand will win the Rugby World Cup in 2050

**Dr Adam Weaver**
Victoria Management School
Searching for Jobs and Pursuing Promotions in the Tourism Industry

**Hanh Nguyen**
Victoria Management School
Legislative Framework and Tourism Management: The Case of the Wellington Waterfront

**Tina Tiller**
Victoria Management School
Exploring the Relationship between Tourism and Environmental Concern: The Case of Wellington

**Rogerio Dias**
Victoria Management School
The concession system as a mechanism to promote and assure quality interpretation practices by tourism operators in New Zealand’s Conversation Estate

**Peter Mkumbo**
Victoria Management School
Tourism Distribution Channels in the Northern Tourist Circuit of Tanzania

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:
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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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