

Newsletter

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

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The members of the Tourism Management Group are looking forward to hosting the 1st UNWTO TedQual Annual Event for Asia & Pacific titled “Shared Experiences: enhancing tourism education through stakeholder engagement” in November this year.

This issue of our newsletter also reports on the launch of “Managers Matter: Who Manages New Zealand's Volunteers?” by the Minister of the Community and Voluntary Sector Hon Tariana Turia, the first meeting of the staff-student consultation group as well as recent conference involvement.

The Tourism Management Group

UNWTO.TedQual Annual Event for Asia & Pacific

Victoria University will host the 1st UNWTO.TedQual Annual Event for Asia & Pacific in Wellington from 18 to 20 November. The event will bring together representatives from other TedQual accredited programmes from throughout region to present and discuss a range of topics under the theme “*Shared Experiences: enhancing tourism education through stakeholder engagement*”. Professor Doug Pearce said: “We are honoured to host this event and have this opportunity to meet with and learn from our TedQual counterparts from elsewhere in the Asia Pacific region and to share with them what we are doing here at Victoria and in New Zealand. We are also pleased to have input from our different stakeholders including members of our Advisory Group, students and alumni”. To date preliminary registrations have been received from Australia, Hong Kong, Macau, India, Indonesia and Waikato University. Dr Adam Weaver, Dr Christian Schott, Dr Julia Albrecht and Dr Ian Yeoman will be among those presenting papers on different aspects of their research on tourism education. For further information about the event contact Doug Pearce at douglas.pearce@vuw.ac.nz



Inside this VicTOUR:

<i>UNWTO.TedQual Annual Event</i>	1
<i>“Managers Matter” report launch</i>	2
<i>Staff-student consultation group</i>	2
<i>On the board</i>	2
<i>Assessing written communication</i>	3
<i>A warm welcome</i>	3
<i>Going to the UN</i>	3
<i>Thanks to tutors</i>	3
<i>Visit in Malaysia</i>	3
<i>A Futurist's Adventure</i>	4-5
<i>Recruiting for the BTM</i>	5
<i>Peter Mkumbo completes VILP</i>	5
<i>BEST EN Think Tank X</i>	6
<i>Thanks to guest lecturers</i>	6

Managers Matter: Who Manages New Zealand's Volunteers?

Regular readers of VicTOUR will know that Senior Lecturer Dr Karen Smith's main research interest is the management of volunteers. She has published books, articles and conference papers on volunteers in a range of tourism settings including attractions, events and visitor information centres. More recently she has been involved in a research project with Volunteering New Zealand that has taken her beyond tourism to investigate the role of volunteer managers across the country, from social services and health, to civil defence and emergency management, as well as sport and recreation.

Funded by the Tindall Foundation, Karen and her co-author Dr Carolyn Cordery from the School of Accounting and Commercial Law, conducted an online survey of over 800 volunteer managers.

The survey results provide a snapshot of the volunteer sector, including who are managing volunteers, what their role involves, how they feel about their role overall, their broad training needs, and where they see themselves in the future. The report - *Managers Matter: Who Manages New Zealand's Volunteers?* - was launched by Minister of the Community and Voluntary Sector Hon Tariana Turia in June. Speaking after the launch, Karen said "The greatest challenge managers face is the recruitment of volunteers. This is followed by not having enough time or money to achieve goals, and matching and retaining volunteers. Despite these challenges, 90 percent of respondents reported satisfaction with their volunteer management role, although a majority also stated that they squeezed their volunteer management role in around all their other responsibilities".

The research is informing the work of Volunteering New Zealand's Management of Volunteers Development Group, of which Karen is a member.

For a copy of the report and details on Karen's other volunteer management research projects, see the Faculty of Commerce and Administration's Volunteer Management Research webpages.



Photograph: (left to right) Dr Carolyn Cordery, Renee Ramakers, Lieutenant Colonel Martin Donoghue, Hon Tariana Turia, Professor Bob Buckle, Gillian Peacock, Tim Burns, Dr Karen Smith.

The Staff-Student Consultation Group in Tourism Management

In 2010, the tourism management group at VUW convened its first staff-student consultation group: a forum to discuss issues raised by both students and academic staff regarding the structure and delivery of our tourism management degrees and the overall student learning experience. The group will meet twice a year, once during the first trimester and once during the second trimester. At least two staff members will be part of the group. At present, Julia Albrecht and Adam Weaver are the staff representatives. The students invited to participate will be the VUWSA (Victoria University of Wellington Student Association) representatives for tourism management courses. Student membership will rotate each trimester as new groups of VUWSA representatives are elected. The minutes of the meetings will be posted on the Blackboard sites of tourism management courses so that students will be able to read what was discussed at each meeting. The first meeting of the consultation group took place this past June and those who provided feedback deserve a heart-felt thank you for their efforts and helpful comments. Our second meeting will be taking place in early September.

On the board

Dr Ian Yeoman has been elected as a board member to New Zealand's Futures Trust, a body which promotes future thinking, education and participates in a number of futures related projects. Further details of the organisation can be found at <http://www.futurestrust.org.nz/>.

Ian has also been appointed to the editorial board of www.techcast.org, an international think tank based at George Washington University on technology forecasting. The think tank advises a range of organisations from the UN to the CIA.

Assessing Written Communication Skills in TOUR 101

In the 2010 class of TOUR 101, an effort was made to assess the written communication skills of students. An assessment rubric developed by the Faculty of Commerce and Administration (FCA) was used to gauge the quality of students' academic writing. Students in the class are required to prepare two research essays during the course of the trimester. Thirty students who submitted the first essay had their work anonymously assessed. Subsequently, all of the students in the course who submitted the second essay had their work assessed using the rubric. The 30 students whose first essay was assessed therefore had their second essay assessed as well, and one could then see if improvement had taken place within this sample. Essays were evaluated using the five quality categories developed by the FCA: structure and style, clarity and conciseness, technical writing skills, vocabulary, and academic integrity (referencing). A sixth category was holistic judgement, an overall assessment of the student's writing ability. The assessment exercise was undertaken by the two course co-ordinators for TOUR 101, Dr Karen Smith and Dr Adam Weaver, in association with the tutors for TOUR 101: Lauren Cooper, Stephanie Davidson, Ella Street, and Natalie Wolf.

The results of the assessment exercise demonstrated that many TOUR 101 students, by the end of the trimester, were communicating their ideas exceptionally well in their written work. Within the sample of 30 students whose first and second essays were assessed, there was significant improvement. Only 5 of that first set of 30 essays were considered to be "exemplary" in terms of the quality of their written communication. For many students, this first TOUR 101 essay was the first university-level essay they had written. So there was scope for improvement and an opportunity to seek assistance from various on-campus service providers such as the Student Learning Support Service (SLSS). Within the same sample of 30 students, the number who received an exemplary score overall increased to 12 when the second essay was evaluated. Of the more than 150 students who submitted the second research essay, 34% received an exemplary score for written communication and 57% received a satisfactory score.

Well done TOUR 101 students! We look forward to continued improvement in subsequent years and applaud the students for working hard to prepare some really excellent essays. Effective communication is one of the key learning goals for the Bachelor of Tourism Management.



A warm welcome to Carol and Lucas

Carol Wheatley joined us in July 2010 to replace Helen Jiang during her maternity leave. Having run her own business for 23 years whilst raising four boys has prepared Carol well for the challenges of being the tourism management administrator. She is a welcome addition to the group and has settled in quickly. Carol is currently also working towards her MBA. Congratulations to Helen and her partner on the birth of Lucas!

Going to the UN

Ian has been invited by the United Nations World Tourism Organisation to address a ministerial forum on the future of technology on the 13th October in Buyeo, South Korea.

See the next edition for details.

Many thanks to our trimester 1 tutors!

Our thanks go to Alexander Handley, Bruce Dale, Ella Street, Lauren Cooper, Natalie Wolf, Rachael Pickering, Rebecca Tan, Stephanie Butterfield and Stephanie Davidson 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!

Visit in Malaysia

In June 2010, Dr Julia Albrecht was a guest at Taylor's University College in Kuala Lumpur, Malaysia. During her stay, she spoke about challenges in tourism strategy implementation in peripheral destinations to an audience of 60 academics and students. Julia has recently published a paper on this topic in Tourism and Hospitality Planning & Development.



A Futurist's Adventure I (continued on the next page)

Over the last couple of months, Futurist Dr Ian Yeoman has been to Hong Kong, Macau, the UK, Australia, Holland, China, Auckland and Hamilton to speak on the future. The adventures included:

The changing nature of the youth hostel market

Ian was keynote speaker at the 48th International Youth Hostel Bi-Annual Conference in Shenzhen, China, on the 26th May. Ian discussed the implications of changing demographics, the emergence of social media and the economic power of Chinese and Indian tourists of the future. By 2050, countries such as Italy, Japan and Germany face major restructuring because of ageing populations and falling GDP per capita. Since 1980, these countries have already seen a rapid decline the percentage of people under the age of 25 ranging from 27 percent in Japan to 20 percent in Germany, whereas India has seen this cohort grow by 47% in the same period. Looking to the future, the key trends to observe are an educated, multi-cultured and knowledgeable consumer with shifting attitudes towards sexuality. For example, Playboy's *Girls Next Door* is now family TV viewing and sociologists like Natasha Walters, author of *Living Dolls*, have redefined feminism. The Net Generation wants freedom in everything they do and love to customise content. As a consequence, the youth sector faces many new challenges and so can the hostel market adapt?



IYHA – presentation at international youth hostel association in Shenzhen, China

The future of motels

Ian addressed the New Zealand Motel Association conference on the 1st August about the changing nature of the industry, commenting that “in 2009, world travel and tourism GDP contracted by 4.8%, with tourist numbers declining in the corporate, meetings and conventions sectors the most”. As a result the worldwide motel sector saw steep discounting of room rates with thinner operating margins. At the same time, we saw a proliferation of social media web sites and awareness of how they have impacted upon the motel sector. Motel guests have rising expectations for flat screen televisions, high definition content, and entertainment device connectivity and are increasingly aware of a green agenda. Ian went to talk about self cleaning hotel bedrooms and light emitting wall paper.

On Youtube

Ian was a guest of the Stenden University of Applied Sciences in June where he spoke about the application of scenario planning in tourism projects. Ian is a Visiting Professor at the university and is assisting Prof Frank Go on a scenario planning project examining the dimensions of space, time and resources in the Friesland region of the Netherlands. See Ian on youtube speaking about scenario planning, <http://www.youtube.com/watch?v=Sa8TQI3DWIU>

Who will be tomorrow's tourist?

Drawing upon the latest research from the www.tourism2050.com project, Ian spoke at the Environmental Defence Society annual conference in Auckland about the tourist of tomorrow. Ian discussed why the tourist is fickle; on one hand they are not concerned about the environment as price and convenience are more important to some tourists; on the other hand, the environment is extremely important to some markets. A copy of Ian's presentations is available at http://www.edsconference.com/content/docs/2010_papers/Yeoman,%20I.pdf

Australia

Ian joined a radio panel discussion on ABC's *futuretense* about the future of tourism in Australia. Ian was asked questions on technology, demography and market profiles. A podcast of the programme is available at <http://www.abc.net.au/rn/futuretense/stories/2010/2934741.htm>

A Futurist's Adventure II

Ian speaks on Macau TV

Ian was the featured guest on the TDM talk show on Macau TV where he discussed the future of casinos and the territory. Ian said that Macau in the year 2050 will still be a top-end destination. It will be all about ostentatious hotels and adult entertainment. The consumer will still fundamentally be from China. Ian said: "In 1986, if you take the top 5 cities of China, two percent of Chinese consumers could be classified as lower middle class or better, but a forecast predicts that by 2025, 96 percent of Chinese people living in those cities will be lower middle class or better". So, China as a consumer power house has a very strong future.



Dr Ian Yeoman on Macau TV with Glen McCartney

Recruiting for the Bachelor of Tourism Management (BTM)

What are some noteworthy events that will take place in 2011? Did you say the Rugby World Cup? What about the New Zealand general election? What about a new intake of Bachelor of Tourism Management (BTM) students? Bonus marks will be credited to your account if you answered that previous question with a resounding "yes, of course!" Once again, the BTM was featured in a series of regional recruitment events around New Zealand. Adam Weaver was responsible for promoting the Faculty of Commerce and Administration's undergraduate degrees -- including the BTM -- at a series of university-organized recruitment events in Wellington, Christchurch, Nelson, and Napier. The main promotional event on the university's calendar is also approaching: Study @ Vic Day on August 27th. The BTM will once again be showcased in two Victoria Management School information sessions as well as in its very own information session in the Hunter Building (Room 119) on the Kelburn Campus between 12:15pm and 1pm. If you know of someone interested in the Bachelor of Tourism Management, do not hesitate to have them contact Adam Weaver (adam.weaver@vuw.ac.nz) for further information and a brochure.



Peter Mkumbo, MTM, completed Victoria International Leadership Programme, Te Pūao Manukura

Peter was born and raised in Tanzania. In 2007, Peter was awarded an NZAID Scholarship for postgraduate studies. He arrived at Victoria in February 2008 and studied for his Masters in Tourism Management, an area of interest that he started developing while doing his undergraduate studies in Tanzania.

Peter became actively involved in international events organised by the Victoria International office and participating in the VILP. It enabled him to meet and interact with many other students, to make new friends and learn a lot about different cultures.

As a VILP participant, Peter voluntarily taught Swahili to a number of people including VSA volunteers, students and lecturers at Victoria University. The most rewarding service for him is when he volunteered at the Wellington Homework Centre where he tutored high school students with refugee backgrounds in Chemistry, Biology, Mathematics, and Information and Communication Technology. By doing this, Peter was able to practice some of his intercultural leadership skills that he learned in the VILP.

Peter also attended introductory language courses in Spanish, French and Japanese during his time in Wellington which enabled him to learn more about Spanish, French and

Japanese cultures. The VILP has presented Peter with an incredible knowledge on cross cultural leadership. "The programme is well-structured so that it requires students to participate in international-focused seminars, captivating speaker events and getting involved in broad, diverse internationally oriented activities." Peter completed all these requirements and was awarded a full VILP certificate. As tourism is a cross-cultural industry, he believes "that the VILP has with no doubt strengthened my MTM qualification".

Dr Mondher Sahli and Dr Julia Albrecht attend BEST EN Think Tank X

This year's BEST EN Think Tank was held under the title "Networking for Sustainable Tourism". Hosted by MODUL University in Vienna in June, it featured not only keynote lectures and presentations but also various workshops on, for example, the development of research and teaching agendas for networks in tourism and tourism management. Mondher's presentation discussed "How fragile is Tourism Development in West Africa? The case of The Gambia", a project in collaboration with Dr Lee Davidson, a senior lecturer in the Museum and Heritage Studies programme at Victoria University, that has been reported on in issue 15 of this newsletter. Julia presented on her current research on "Implementation Networks of the New Zealand Tourism Strategy 2015".



Dr Mondher Sahli (second from right) in good company at the BEST EN conference in Vienna

Many thanks to guest lecturers in trimester 1, 2010!

Guest speakers are regularly invited to speak in our BTM and postgraduate courses to expose students to topical, industry-related issues. We would like to acknowledge the following speakers who have shared their expertise and experience:

Andrew Pascoe, PriceTech Ltd
Catherine Cordwell, Zest Food Tours
Cesar Guala, PhD student
Dr Dianne Dredge, Southern Cross University
Heather Idoine-Riley, Holiday Inn Wellington

Dr Heike Schänzel
John McKinney & Jess Wilson, Seal Coast Safari
Mei Taniguchi-Singh, Research Analyst, Ministry of Tourism
Tim Grubb, Tourism Resource Consultants

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

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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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