

Newsletter

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

No. XVI May 2010

The members of the Tourism Management Group would like to keep you informed of our latest achievements and events.

With the election of Dr Mondher Sahli as the new Secretary-Treasurer of the International Association for Tourism Economics (IATE), the IATE secretariat will be located at Victoria University until July 2011. Dr Karen Smith won the Best Paper Award at the CAUTHE 2010 Conference held in Hobart, Tasmania.

The Tourism Management Group

Dr Karen Smith wins Best Paper Award at CAUTHE 2010

Congratulations to Dr Karen Smith who won the Best Paper Award at the CAUTHE 2010 Conference. This annual conference is hosted by the Council for Australian Tourism and Hospitality Education and is a leading international tourism conference. Karen's paper was written with Dr Kirsten Holmes of Curtin University in Perth. Titled 'Volunteers and tourism destination services: Challenging the limits of tourism volunteering research' the paper developed from Karen and Kirsten's recent book *Managing Volunteers in Tourism*. It focuses on 'destination service volunteers', for example those volunteering in visitor information centres and meet-and-greet programmes. These volunteers have received little attention from researchers despite their potential influence on the tourist experience and the quality of service provided by tourism organisations. They are often one of the first contacts a tourist makes on arriving in a destination. The paper presented new data from three studies of destination service organisations and volunteers carried out by Karen and Kirsten in the States of Victoria and Western Australia.



Karen (centre) with co-author Kirsten Holmes (second from left) and other CAUTHE 2010 award winners

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Associate Professor Dianne Dredge visits Victoria University

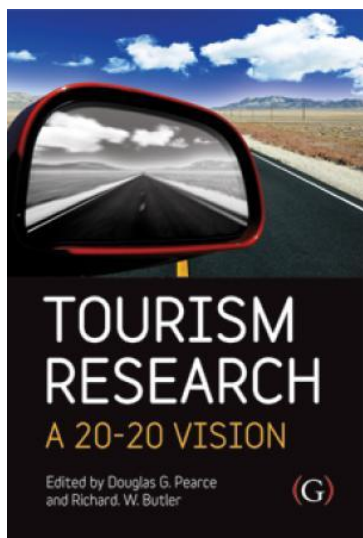
Associate Professor Dianne Dredge of the School of Tourism & Hospitality Management at Southern Cross University visited the tourism management group in Wellington between 8 and 13 May 2010.

Dianne had a busy time giving guest lectures to first-year and fourth-year students as well as presenting in our seminar series. Her talk "With or without you: Tourism networks, governance and collaboration" addressed the role of networks in the practice of destination management and governance and outlined implications for tourism research. It drew a mixed audience of tourism management academics and public and private sector representatives.

Many thanks again to Dianne for the interesting and engaging presentation!



Dianne talks networks with the 400-level students



New book: Tourism Research A 20-20 Vision

Is there a 'scissors crisis' in tourism research?

Is tourism research 'walled in' and in need of broader engagement?

Where is tourism research going in the next 20 years?

These are some of the issues raised in a new book entitled *Tourism Research: a 20/20 vision* (Goodfellow, Oxford, 2010) co-edited by Doug Pearce and Richard Butler. This volume draws on papers presented last year at the 20th Anniversary Meeting of the International Academy for the Study of Tourism. Doug reports it was a very stimulating experience working with leading international scholars who provided state of the art reviews on key themes in tourism research. In addition to writing the introductory and concluding chapters setting out and synthesizing general themes and issues concerning advances in tourism research, Doug's substantive chapter deals with progress in researching tourism distribution.

Recruitment of Bachelor of Tourism Management (BTM) students for 2011

Even though the first trimester of 2010 only started in March, the tourism management group and the Faculty of Commerce and Administration (FCA) already have their sights set on student recruitment for 2011. A new PowerPoint presentation promoting the BTM and BCA degrees has been prepared. It features slides that have a fresh look and they highlight a number of new themes, including the exchange scholarships (up to \$5,000) for Commerce students who take part in an international exchange programme. The PowerPoint slides also identify distinguishing attributes of the BTM -- in particular, the practicum and the strong focus on management within the degree. Regional recruitment events will be starting in late May and will continue into mid August. They will take place in regional centres around New Zealand. Adam Weaver, director of the BTM, will be representing the FCA in Wellington, Christchurch, Hawke's Bay, and Nelson. On March 26th, Adam and current BTM student Laura Brown spoke to career advisors from around the country about study options within the FCA. Laura spoke eloquently and with great poise about the BTM's practicum and the practitioners who had come to her classes as guest lecturers. Laura: thanks again for your assistance. The career advisors responded very favourably to Laura by directing their questions to her, and not to Adam! As we know, students are best at providing the inside scoop.

Bachelor of Tourism Management

Three-year degree programme

Core subjects

- Introduction to Tourism
- Business Environment of Tourism
- Tourism in New Zealand
- Visitor Management
- Principles of Tourism Management
- Managing Visitor Impacts

Tourism Practicum

- 240 hours of real industry experience



Welcome to the International Association for Tourism Economics at Victoria University of Wellington

We are pleased to let you know that the executive members of the International Association for Tourism Economics (IATE) have elected Dr Mondher Sahli (Senior Lecturer at Victoria Management School, pictured right) as the new Secretary-Treasurer of this Association. They also designated Victoria University of Wellington as the new location of the IATE Secretariat until the next General Assembly in July 2011.



The IATE is the leading independent global community for the discussion, exchange and development of knowledge in the field of tourism economics. Its aims are (a) to contribute to the development and application of tourism economics as a science and instrument for policy making, (b) to improve communication and contacts between teachers, researchers and students in tourism economics all over the world, (c) to improve communication and contacts between tourism economics and other fields in economics and in other disciplines, and (d) to develop and encourage cooperation between university level teaching institutions and research institutions so as to promote knowledge of the concepts and applications of economic analysis to tourism issues and policy analysis.

The IATE was founded on 26/10/2007 in Palma de Mallorca, and the first Secretariat was based at “Universitat de les Illes Balears” (Balearic Islands, Spain) for the first three years 2007-2010. At present, there are more than 200 members globally who have attended several important Tourism Economics conferences held over the past decade. Professor Larry Dwyer from the University of New South Wales is currently the President of the IATE. The next IATE conference is scheduled to be held at Bournemouth University in July 2011.

The IATE Board 2010-2011 consists of the following members:

- President: Prof. Larry Dwyer, University of New South Wales, Australia.
- Secretary-Treasurer: Dr Mondher Sahli, Victoria University of Wellington.

Executive Committee Members

- Prof. *Eugeni Aguiló*, Universitat de les Illes Balears, Spain.
- Prof. Adam Blake, Bournemouth University, UK.
- Prof. Carlos-Mario Gomez, Universidad de Alcalá, Spain.
- Prof. Michael McAleer, Erasmus University Rotterdam, Netherlands.
- Dr Andreas Papatheodorou, University of Aegean, Greece.
- Dr Vicente Ramos, Universitat de les Illes Balears, Spain.
- Prof. Francesco Pigliaru, University of Cagliari and CRENOS, Italy
- Prof. Andrea Saayman, North-West University, South Africa
- Prof. Pauline Sheldon, University of Hawaii, USA.
- Prof. Haiyan Song, Hong Kong Polytechnic University, Hong Kong.
- Prof. Tim Tyrrell, Arizona State University, USA.
- Prof. Stephen Wanhill, Editor of Tourism Economics.

The IATE website, which is currently under revision, is intended to introduce IATE to other researchers internationally. It will be an integral part of the overall networking opportunities available to IATE members. The members' area will include a discussion forum and the ability to contact other members whose interests or skills are relevant to tourism research generally. There will also be a range of updates on many topics which challenge current research.

To find out more about the IATE, please do not hesitate to contact Dr Mondher Sahli.

Email: mondher.sahli@vuw.ac.nz

or
visit the following website: <http://www.tourism-economics.net/index.htm>



Congratulations to Dr Longjit and Dr Schänzel!

Dr Chootima Longjit (June) and Dr Heike Schänzel graduated with their PhDs in tourism management on 19 May 2010.

June investigated the management of a mature coastal tourism destination, using Pattaya, Thailand, as a case study. Her research was supervised by Prof Doug Pearce and Dr Adam Weaver. June resumed her position with the Faculty of Management Sciences at Kasetsart University, Sriracha Campus.

Supervised by Dr Karen Smith, Prof Doug Pearce and Dr Adam Weaver,

Dr Heike Schänzel's research investigated generation, gender, and group dynamic perspectives on family holidays in New Zealand. Heike is currently employed as a teaching fellow and coordinates TOUR104 The Business Environment of Tourism.

June and Heike write about their experiences at Victoria University in the articles below.



Dr Heike Schänzel, Peter Mkumbo (MTM) and Dr June Longjit

We wish June and Heike all the best for their future careers and lives!



It's official! Dr Heike Schänzel shows her PhD certificate

About patience, progress and companionship – Heike's PhD journey

I have been the first Masters of Tourism Management student here at VUW and when I finished this nine years ago, I vowed to never do a PhD. Well...then I spent more time around the department tutoring and as a tutorial co-ordinator and one thing lead to another. One day Dr Karen Smith gave me the big talk up on what to do with my life. Four years ago, I found myself with a VUW scholarship and the journey began. Initially, I relished the opportunity to indulge in knowledge and finding new ways of approaching the subject of family holidays. The journey got harder as I had to rely on the good will of families and demanded their precious family time for interviewing them three times within one year. Eventually the data was collected as I managed to maintain all 10 families and they became like friends. After that, the insurmountable mountain of transcripts, themes and dimensions had to be conquered and made transparent. In due course, and with the immense support of Karen, Adam and Doug, I had it all written up and submitted about one year ago. The long and arduous journey had come to an end but I still had to wait seven months to hear back from the examiners. Essentially, a PhD turned out to be an exercise in patience, small progress and stamina, and thanks to the wonderful companionship of other PhD students, it is also about camaraderie. I will never forget this lesson as I am now embarking on my academic career. Thank you to everyone who joined and supported me along the way.

June's story

Hello...I'm Chootima Longjit, but I prefer people to call me June (it's my nickname that my dad gave to me). I studied PhD in tourism management at VUW and my thesis topic was "Managing a mature coastal tourism destination: the case of Pattaya, Thailand". I still remember how hard it was to write a PhD thesis in English. However, I could cope with this issue by some help of SLSS, a university service center that helps foreign students like me to improve our skills in using English language. While studying at Victoria for a couple of years, I was diabetic. With good help and advice of staff (including doctors and nurses) at Student Health Service, I was able to control my diets and to maintain healthy lifestyle until finishing my study. After the completion of my study at VUW, I came back to Thailand to continue my work at the Faculty of Management Sciences, Kasetsart University Sriracha Campus. With a PhD of tourism management at Victoria, I have been invited to join the research network of Thai tourism scholars. Regarding this network, I have been invited to review national and international research papers and to join the national research projects. It is a challenging experience that I would not be able to have without a doctoral degree from VUW. I would like to take this opportunity to thank Prof. Douglas G. Pearce and Dr. Adam Weaver for their supervisions and supports throughout my study at Victoria. Their professional supervisions, their patience, and their understanding of students are very helpful for my career as a lecturer and a research supervisor. Thus, I would like to thank all staff of the tourism group, of VMS, of SLSS, and of the university. They were very friendly and supportive, which made my experience at Victoria memorable. I feel very grateful to have an opportunity to study at VUW and to meet many great people here. June.....

Congratulations to our MTM and BTM Honours graduates!

Peter Mkumbo graduated with his Master of Tourism Management. His Masters research topic was: "Tourism Distribution Channels in the Northern Tourist Circuit of Tanzania". We wish him all the best for his imminent return to Tanzania.

2009/ 2010 Masters students who could not attend graduation are Rogerio Dias, Tina Tiller and Nguyen Thi Hong Hanh.

Rogerio investigated "The concession system as a mechanism to promote and assure quality interpretation practices by tourism operators in New Zealand's Conservation Estate" (under examination),

Tina's research topic was "Exploring the Relationship between Tourism and Environmental Concern: The Case of Wellington" and

Hanh looked at the "The Wellington Waterfront and Tourism Development: Planning Process and Legislative Framework" (under examination).

Christine Dowler and Isaac Brosnan graduated with their Bachelors of Tourism Management with Honours.

Best wishes to all of you, well done!



Prof Doug Pearce congratulates Peter Mkumbo who graduated with his Master of Tourism Management



Staff and students modelling their robes

21 graduate with Bachelor of Tourism Management

Congratulations twenty-one former students who graduated with their Bachelors of Tourism Management:

We wish Amanda Cakebread, Clarissa Coffey, Ashlee Delahunty, Christine Dowler, Melissa Hart, Erica Inkster, Nikki Klenner, Pek Kwan, Christina Lorth, Jia Lu, Lynaire McBrydie, David Messerschmidt, Yan Qiu, Hannah Rowland, Matthew Stacey, Ella Street, Olivia Teutenberg, Nicole Wadsworth, Jessica Wilson, Zoe Winmill and Sarah Wong and those that could not attend graduation in person all the best for their careers and future lives.



BTM graduate Nicole Wadsworth at the reception after the ceremony

BTM graduates Nikki Klenner and Clarissa Coffey with Dr Karen Smith



From the Futures Front

Dr Ian Yeoman recently spoke at Australia's Victorian Tourism Conference to 400 industry leaders on The World in 2050. Ian described the key macro trends that will shape the world, *wealth & demography and technology and resources*, elaborating on what this means for Australia's tourism industry. Ian will be speaking on trends shaping the future of youth travel in China at the Hostelling International Bi-Annual conference on the 28th May. Ongoing project work includes the construction of scenarios about New Zealand Tourism in 2050; the identification of the key future drivers has just been completed. See www.tourism2050.com for further details. Forthcoming publications for 2010 include two edited books; *Demography and Tourism* (with Dr Karen Smith) and *Practical Pricing & Revenue Management* (with Dr Una McMahon-Beattie, Ulster University).

Not Such a Mickey Mouse Opportunity

On the evening of May 6th, Victoria University of Wellington was visited by representatives of the Disney International Programmes. Unfortunately, Donald Duck's flight was delayed and therefore he was not a member of this year's visiting delegation. The effort to recruit student workers from New Zealand and elsewhere around the world (in total, over 50 different countries) is part of Disney's global strategy. Students have the option of applying for a 6 or 12 month work term at Walt Disney World in Orlando, Florida. During the work term, students have the opportunity to take courses in the following areas -- human resources management, corporate communications, organizational leadership, and 'marketing you' -- while pursuing a full-time, on-site job at one of the Walt Disney World theme parks. The courses are free but course materials have to be purchased. As one would expect, the presentation was noteworthy for conveying a contagious enthusiasm about the Disney brand. This year's presentation placed considerable emphasis on the transferable skills one would acquire during the work term: for example, communication, problem solving, team work, and time management skills. These skills are not unlike the ones that are at the heart of the Bachelor of Tourism Management.

Read below Penny Gibson's story of her successful application for the Disney International Programme.



The tourism management group welcomes the opportunity to catch up with Dr Gui Lohmann (between Dr Adam Weaver and Dr Heike Schänzel)

Dr Gui Lohmann visits Alma mater

The tourism management group enjoyed catching up with a previous PhD student: Dr Gui Lohmann visited Victoria University on 24 May 2010.

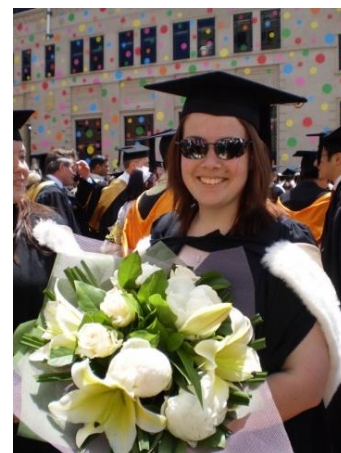
After a few short stints at Waikato University and universities in his homeland Brazil and Hawaii, Gui is now a Lecturer in Transport and Tourism at the School of Tourism and Hospitality Management, Southern Cross University.

Alongside theoretical aspects of tourism, tourism marketing and leisure and tourism issues related to families, his research interests include all modes of transportation used by tourists.

Lucky that his new office on the Gold Coast campus overlooks the airport!

Penny Gibson off to Florida soon!

I finished my BTM in November 2009. Shortly before that, I headed along to an information session about internships at Disney World in Florida, that's right, Florida!! I was so intrigued by the presentation that I signed up for an interview, which at the time seemed to be very informal. After that, I sent away copies of my passport, CV and proof that I was actually graduating. I didn't hear anything for about 2 weeks. I checked my emails one night and actually started tearing up when I saw that I had been accepted for a 6 month position in July 2010. Not much progress regarding my application (Visas, insurance, flights etc) has been made since mid-October as there is another group going in January 2010. I am very much looking forward to the experience, I have been offered a position in merchandise and I think that both my BTM and current job in a souvenir store helped me to get the position. It is an experience that will open many doors for future employment. I would like to thank Adam for reminding me of this information session on his OHP (it was also helped by the fact that the session was during TOUR345...)



Penny on her graduation day



Sarah Terry is Feeling Great at the Wellington City Council

After completing a Bachelor Tourism Management (BTM) at Victoria University I landed myself a role in the Communications and Marketing team at Wellington City Council. I feel grateful to have got this job as it's a perfect graduate role and I work with an awesome bunch of people - we have a lot of fun promoting this great city.

My job involves promoting recreation facilities, programmes, events and leisure activities to the community. For example, this week I'm working on the next issue of the 'Feeling Great' brochure and website to help Wellingtonians and visitors

keep up to date with what's happening. I managed to get this job within months of leaving university which was great. I'm sure I wouldn't have got the job without having this degree.

I've found the papers I took on tourist behaviour, tourism research and visitor management related well to the projects I work on. The marketing papers that I also took as electives gave me valuable, practical skills that I use daily.

I'm keen to continue with a career in marketing. It is something I feel passionate about and it's been a blast so far.



One of Sarah's projects:
Wellington City Council's
Feeling Great brochure

From Down Under to Up Above

Since completing my PhD in tourism management at Vic in 2002, my unpredictable life journey took me right up the other end of the Earth, to the historic city of Stirling in Scotland. At the University of Stirling my academic career also took another direction, shifting from tourism to entrepreneurship and management studies. This change turned to be quite useful in fact; I'm now one of a few scholars that combine tourism and entrepreneurship. In such an open and competitive world entrepreneurship and innovation have become increasingly important for all. Innovative approach to tourism or tourism product development can only guarantee its long term sustainability. New Zealand is an excellent example of how entrepreneurship and its innovative tourism system make the county continuously desirable for a large number of international travellers. Now back to my expedition. While in Stirling I coordinated and taught various undergraduates and postgraduates modules including: *The Business Environment, E-commerce & Entrepreneurship, Growing Your Own Business – Venture Management, Launching New Venture, Research for Enterprise, and Entrepreneurship Theory & Practice*. Linking theory and practice has become a must-remember mantra for my students. Of course, I supervised all honours and postgraduates dissertations that had any connection to tourism.

In research my interest spans across a number of areas within entrepreneurship and tourism such as: local/regional development, institutional framework and the barriers for entrepreneurship and SMEs development, entrepreneurial behaviour, NGOs and their role in building socio-economic capacities, and all this in different socio-political contexts including countries in transition. My papers appear in a number of international journals including; *Entrepreneurship and Innovation Management, Europe-Asia Studies, Journal of Entrepreneurial Behaviour & Research, Journal of the Balkans and Nearer East, Tourism Management, and Tourism and Hospitality Research*. I've also been involved in a number of consultancy/research projects related to capacity building in entrepreneurship and tourism development in South-East Europe, particularly in Serbia and Bosnia & Herzegovina (BiH).

As a result, I've recently moved to University of Banja Luka - BiH, hoping to benefit from being closer to such interesting research settings. We'll see how wise my move was; I might again seek the refuge in New Zealand as I did it in 1993. I'm currently involved in a project - *Tourism and wine: linking cultures and building creative and sustainable capacities* - funded by the European Council, with an ultimate aim to encourage intercultural links across 12 countries from the South Caucasus and the Balkans. As an associate professor in the Faculty of Economics I teach in the area of management and entrepreneurs, and my key aim is to develop a comprehensive tourism programme as well as a centre for sustainable tourism and rural development.



Dr Jovo Ateljevic in Kyoto during a recent trip to Japan

Dr Christian Schott's Letter from Europe

Dr Christian Schott is currently on research and study leave in the UK to conduct interviews about the overseas experiences of Antipodeans in the UK. He spent part of his time with the tourism team at the University of Surrey, who he would like to thank for their hospitality, and the other part conducting interviews with Australians, New Zealanders, and South Africans about their motivation and travel and work experiences in the UK. When not rushing around the London Underground to get to the next interview Christian works on the final touches of a book volume he is editing entitled 'Tourism and the Implications of Climate Change: Issues and Actions' which will appear in the 'Bridging Tourism Theory and Practice' series edited by Jafar Jafari and Liping A. Cai later in 2010. The book volume provides a platform for the perspectives of both practitioners and academics on the interrelationship between tourism and climate change and seeks to deepen our understanding of the complex relationship with contributions by numerous disciplines. Christian also enjoyed the opportunity to attend the Tourism Education Future Initiative meeting at the University of Deusto in San Sebastian (Spain) in April. His visit to the European mainland was somewhat extended by the now infamous Icelandic volcano and French train strikes, which saw him return to London by train. Due to the unprecedented scale of the disruptions to the European transport system Christian had to spend some time in Paris while waiting to cross the channel; he used the time to study the new visitor management system of the Mona Lisa at the Louvre Museum (see picture). After its move in 2002 the management of visitors wanting to see the Mona Lisa changed dramatically from a close contact experience to the approach illustrated in the photo. Christian will soon finish his interviews and return to New Zealand in late June to start teaching in July.



The Tourism Management Staff-Student Consultation Group

In February of this year, the tourism management group decided to take formal steps to create a staff-student consultation group, a forum where staff members and students could exchange ideas about the tourism management degree programmes. The inaugural meeting of the group will be in early June. Several staff members will be meeting with student representatives from both the undergraduate and postgraduate classes. It is anticipated that the meetings will occur twice a year towards the end of each trimester. One purpose of the first meeting will be to solicit views from staff and students regarding what should be discussed. The group's terms of reference indicate that the group will act as a formal and open channel of communication and consider issues raised by students and staff regarding the structure and delivery of the tourism management degree programmes and the overall student learning experience.



Jeong-Keun Oh is currently working on a project on the New Zealand International Arts Festival held in Wellington in February and March 2010

Welcome to Post-doctoral Fellow Jeong-Keun Oh

Jeong-Keun Oh joined us as a post-doctoral fellow in January 2010. He received his PhD in Tourism Science from Hanyang University, Seoul, Korea in August 2009 for a research thesis on stakeholder perceptions of a festival and resulting management implications. Dr Jeong-Keun Oh's current research on New Zealand festivals is supported by a grant from the Korean Government and the National Research Foundation of Korea. He said "I am interested in the different perspectives of Korean and New Zealand stakeholders with regard to festivals".

Dr Jeong-Keun Oh has previously been employed as a lecturer at Hanyang University; he has gained work experience related to Tourism Policy, Tourism Development, Tourism Industry and Tourism Marketing at the Korea Tourism Research Institute and the Seoul Development Institute.

His interests include cultural tourism, festivals, urban tourism, destination marketing, semiotic analysis and qualitative research methodologies.

2009 publications of the members of the tourism management group

- Albrecht, J. N. (2009). *The implementation of tourism strategies - a critical analysis of two New Zealand case studies*. PhD thesis, University of Otago, Dunedin.
- Pearce, D. G. (2009). Beyond tiers: a network approach to tourism distribution. *Tourism Analysis*, 13, 517-530.
- Pearce, D. G. (2009). Channel design for effective tourism distribution strategies. *Journal of Travel & Tourism Marketing*, 26(5), 507-521.
- Pearce, D. G. (2009). Tourism distribution: from structure to strategy. In J. Ateljevic & S. J. Page (Eds.), *Tourism and Entrepreneurship: International Perspectives* (pp. 313-334). Oxford: Elsevier
- Pearce, D.G. (2009). Tourism planning in small tropical islands: methodological considerations and development issues in Samoa. In R. Dowling and C. Pforr (Eds.) *Coastal Tourism Development: planning and management issues* (pp. 135-150). New York: Cognizant Communications.
- Pearce, D. G., Reid, L. & Schott, C. (2009). Travel Arrangements and the Distribution Behaviour of New Zealand Outbound Travelers. *Journal of Travel & Tourism Marketing*, 26(1), 80-97.
- Nowak, J. J., Petit, S. & **Sahli, M.** (2009). Tourism and globalization: the international division of tourism production. *Journal of Travel Research*, May 2009, 1-19.
- Schott, C. & Sutherland, K. (2009). Engaging tourism students through multimedia teaching and active learning. *Journal of Teaching in Travel & Tourism*, 8(4), 351-371.
- Baum, T., Deery, M., Hanlon, C., Lockstone, L. & Smith, K. (Eds.). (2009). *People & Work in Events & Conventions: A research perspective*. Wallingford: CABI.
- Smith, K. & Holmes, K. (2009). Researching volunteers in tourism: going beyond. *Annals of Leisure Research*, 12(3&4), 403-420.
- Lockstone, L. & **Smith, K.**, (2009). Episodic experiences: volunteering flexibility in the events sector. In K. Smith, M. Deery, C. Hanlon, T. Baum & L. Lockstone (Eds.), *People and Work in Events and Conventions: a research perspective* (pp. 108-124). Wallingford: CABI.
- Smith, K. & Lockstone, L. (2009). Involving and keeping event volunteers: management insights from cultural festivals. In K. Smith, M. Deery, C. Hanlon, T. Baum & L. Lockstone (Eds.), *People and Work in Events and Conventions: a research perspective* (pp. 154-167). Wallingford: CABI.
- Holmes, K. & **Smith, K.** (2009). *Managing Volunteers in Tourism*. Oxford: Butterworth Heinemann.
- Weaver, A. (2009). Perceptions of job quality in the tourism industry: the views of recent graduates of a university's tourism management programme. *International Journal of Contemporary Hospitality Management*, 21(5), 579-593.
- Weaver, A. (2009). Tourism and aesthetic design: enchantment, style, and commerce. *Journal of Tourism and Cultural Change*, 7(3), 179-189.
- Yeoman, I., Greenwood, S. & McMahan-Beattie, U. (2009). The future of Scotland's international tourism markets. *Futures*, 41(6), 387-395.

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

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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/vms/>

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