

School of Management

## **TOUR 301 TOURISM POLICY AND PLANNING**

Trimester 1 2013

### **COURSE OUTLINE**

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#### **COURSE COORDINATOR**

##### **Associate Professor Ian Yeoman**

Room: RH 918, Rutherford House  
Phone: 463 5717  
Email: [ian.yeoman@vuw.ac.nz](mailto:ian.yeoman@vuw.ac.nz)  
Website: <http://www.victoria.ac.nz/som/staff/ian-yeoman.aspx>

#### **TUTORIAL ASSISTANT (for tutorial and assignment related matters)**

##### **Bob Capistrano**

Email: [robert.capistrano@vuw.ac.nz](mailto:robert.capistrano@vuw.ac.nz)

#### **ADMINISTRATOR**

##### **Luisa Acheson**

Room: RH 1022, Rutherford House  
Phone: 463 5720  
Email: [luisa.acheson@vuw.ac.nz](mailto:luisa.acheson@vuw.ac.nz)

#### **Trimester Dates**

Teaching Period: Monday 4 March – Friday 7 June  
Study Period: Monday 10 June – Thursday 13 June  
Examination Period: Friday 14 June – Wednesday 3 July (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013.

2. The standard last date for withdrawal from this course is Friday 17 May 2013. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

### **Class Times and Room Numbers**

Monday 13.40-14.30 LT4 Old Government Building

Tuesday 13.40-14.30 LT4 Old Government Building

The above times indicate 2 hours of lectures per week, in addition to 10 tutorials. Attendance at all lectures is strongly recommended whilst lecture notes will be posted on Blackboard, these notes are incomplete and students need to attend the lecture or do the suggested reading to be able to fill the gaps in the lecture notes. For tutorials students will be allocated readings, questions and/or activity prior to attendance which must be prepared and answered.

### **Course Content**

This paper aims to help students develop the skills and knowledge necessary to understand and critically analyse tourism public policy, planning and processes within New Zealand and a wider context. The theoretical and applied emphasis is on developed countries with advanced democracies, thus allowing the student to observe and understand examples of best practice and good governance. The course delivery consists of lectures and tutorials that are delivered in a logical sequence in order that the student can grasp the basics of policy and planning in context. The central theme running through the course, from a pedagogical perspective is developing student's skills in applying policy and planning frameworks, hence the paper uses Scenario Planning and Soft Systems Methodology as envisioning and analysis tools. Given the location of Victoria University of Wellington, a number of guest speakers from government departments, industry associations and local government discuss the key issues and challenges in tourism policy and planning. As 2013 is the year that the Tourism Industry Association of New Zealand is facilitating an industry led national strategy, this will be the focus of the course in which students develop tourism scenarios set in 2030 and thus consider an appropriate strategic policy position for each scenario. This will involve considering the elements of drivers, political theory, stakeholder analysis, risk management, implementation, value systems and measurement. Industry leaders and stakeholders will participate throughout the course through a series of lectures called 'What future could it be?' Fundamentally, outlining their vision(s) of the future, identifying risks, stakeholder values and strategic actions.

### **Tutorials**

Tutorials are a key part of the learning process and active participation in them is expected – the more you put in, the more you will get out of this course. Attendance of at least eight tutorials is also required to complete terms. You must always attend your allocated tutorial session; if you attend a different session, your attendance will not be recorded. Exemption from tutorials will only be accepted with a medical certificate or in exceptional circumstances (contact both your tutor and the Tutorial Assistant Bob Capistrano in this case). Tutorials start in the second week of the course and tutorial times will be announced in the first lecture. Tutorials will be held during

10 of the 12 weeks. Tutorial sign up will be via an online signup system called **s-cube** (<https://signups.victoria.ac.nz>).

This online signup system is available around the clock over the Internet. You will be able to login and signup TOUR 301 (or change your signup) anytime between **Monday 4<sup>th</sup> March 10am and Wednesday 6<sup>th</sup> March 5pm**. Allocations are on a first come, first served basis so you are encouraged to sign up early. You can go back into s-cube and change your tutorial as long as places are available at the close date. The tutorial list will be posted on Blackboard on **Friday 8<sup>th</sup> March**.

If you miss the tutorial enrolment deadline you will need to contact [Luisa.Acheson@vuw.ac.nz](mailto:Luisa.Acheson@vuw.ac.nz) or after March 11<sup>th</sup> Robert Capistrano ([robert.capistrano@vuw.ac.nz](mailto:robert.capistrano@vuw.ac.nz)). Your email should state why you were not able to sign up on time using the online system, along with other relevant documentation such as a medical certificate etc. You should detail all the tutorial times you can attend and you will then be allocated a tutorial.

There is **NO GUARANTEE** that you will get your preferred tutorial time.

	Lecture	Lecturer	Tutorial
<b>Wk 1. 4-Mar</b>	Introduction to Course	IY	No tutorials
<b>5-Mar</b>	Guest Lecture: What Future Could it Be? <b>A New Zealand Perspective</b> Hon Chris Tremain MP, Associate Minister for Tourism	IY	
<b>Wk 2. 11-Mar</b>	Scenario Planning and Policy Making I	IY	Assignment 1: Preparation
<b>12-Mar</b>	Scenario Planning and Policy Making II	IY	
<b>Wk 3. 18-Mar</b>	Political Context and Tourism	IY	Scenario Planning I
<b>19-Mar</b>	Economic Policy and Tourism	IY	
<b>Wk 4 27-Mar</b>	Could New Zealand Be An Eco Tourism Paradise?	IY	Drivers
<b>28-Mar</b>	Guest Lecture: What Future Could It Be? <b>A Conversation and Green Perspective</b> David Wicks, Director, Department of Conservation	IY/DW	
<b>Easter Break – 28<sup>th</sup> March to 3<sup>rd</sup> April</b>			
<b>Wk 5. 1-Apr</b>	Holiday	N/A	Drivers Cont'd
<b>2-Apr</b>	Holiday	N/A	
<b>Wk 6. 8-Apr</b>	Policy Instruments, Implementation and Evaluation	IY	Stakeholders
<b>9-Apr</b>	Stakeholders and Consensus	IY	
<b>Wk 7. 15-Apr</b>	Guest Lecture: What Future Could It Be? <b>Industry Focus</b> Martin Snedden, Chief Executive, Tourism Industry Association	IY/MS	Assignment 1: Group Presentations
<b>16-Apr</b>	Guest Lecture: What Future Could It Be? <b>A Regional Tourism Perspective</b> Charlie Ives, Chief Executive, Regional Tourism Organisations of New Zealand	IY/CI	

Mid Semester Break			
<b>Wk 8. 29-Apr</b>	Guest Lecture: What Future Could It Be? <b>Tourism New Zealand's Thoughts</b> Michelle Broadhurst, Business Analyst, Corporate Strategy and Planning, Tourism New Zealand	IY/MB	Assignment II: Feedback
<b>30-Apr</b>	Guest Lecture: What Future Could It Be? <b>Inbound Tour Operator's Thoughts</b> Lesley Immick , Chief Executive, Tourism Export Council of New Zealand	IY/LI	
<b>Wk 9. 6-May</b>	Soft Systems Methodology and Policy Analysis I	IY	Soft Systems Analysis: Case Study
<b>7-May</b>	Soft Systems Methodology and Policy Analysis II	IY	
<b>Wk 10. 13-May</b>	Guest Lecture: What Future Could It Be? <b>A Maori Perspective</b> Matene Love, Senior Lecturer, Victoria University of Wellington (TBC)	IY/ML	Soft Systems Analysis: Case Study
<b>14-May</b>	Utopia and Visioning: <b>Manaakitanga</b>	IY	
<b>Wk 11. 20-May</b>	Assignment focus	IY	Soft Systems Analysis: Case Study
<b>21-May</b>	Assignment focus	IY	
<b>Wk 12. 27-May</b>	Case Study Method	IY	Case Study Method
<b>28-May</b>	Case Study Method	IY	
<b>Wk 13. 4<sup>th</sup> June</b>	Case Study Revision	IY	No tutorials

## **Bachelor of Tourism Management (BTM) Learning Goals and Objectives**

**Learning Goal #1:** Our graduates will possess and apply specific knowledge of tourism management as well as a range of transferable skills.

### *Learning Objectives*

Graduates will be able to:

- (a) demonstrate a systematic understanding of theoretical and applied aspects of tourism management
- (b) display an appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources
- (c) demonstrate a breadth of tourism management expertise: managing tourism businesses, visitors, and impacts
- (d) acquire skills and knowledge that provide a solid platform for graduate study.

**Learning Goal #2:** Our graduates will demonstrate application of critical and creative thinking skills to practical and theoretical tourism management problems

### *Learning Objectives*

Graduates will be able to:

- (a) assess, appraise, and synthesise a range of tourism management issues, plans, and concepts
- (b) identify, access, and evaluate a range of information and data sources
- (c) undertake and apply research in tourism management
- (d) analyse, evaluate, and interpret tourism data (on businesses, destinations, and industry sectors)
- (e) use innovative thinking and creative skills in the context of the tourism business environment and tourism research.

**Learning Goal #3:** Our graduates will be effective and confident communicators.

### *Learning Objective*

Graduates will be able to:

- (a) present original ideas and material effectively using a range of media
- (b) apply advanced written communication skills
- (c) prepare and deliver polished and professional oral presentations
- (d) communicate effectively with peers when undertaking group projects

**Learning Goal #4:** By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility

### *Learning Objectives*

Graduates will be able to:

- (a) engage in effective individual and group decision making
- (b) develop an understanding of tourism leadership qualities and issues
- (c) acquire an appreciation for good leadership in the workplace through the practicum.

## COURSE OBJECTIVES AND GRADUATE ATTRIBUTES

This course is designed to critically assess the planning and policies of tourism destinations using futures based research methodologies. The course objectives for TOUR301 map onto the graduate attributes for the BTM as follows.

Course Objective	Graduate Attributes
1. Provide a systemic examination of tourism planning and policy-making within a range of contexts and strategies drawing upon examples from New Zealand and the wider world.	<b><i>Critical Thinking:</i> Through critical thinking, develop the ability to systemically analyse policy relationships.</b> <b><i>Communication:</i> Conveyance and synergy of complex issues through written and oral mediums.</b>
2. Apply theoretical concepts to practical applications through an in-depth examination of tourism planning development and policy-making.	<b><i>Critical Thinking:</i> Simulation of real time problems through case study examination in a pressurised / limited time frame.</b> <b><i>Leadership:</i> Role play in the context of policy and planning through management case studies.</b>
3. Assess policies and planning strategies using multiple futures environments and policy analysis tools.	<b><i>Critical Thinking:</i> Using reflective and creative thinking styles, evaluation of multiple futures using comparative commentary.</b> <b><i>Communication:</i> Communicate complex ideas coherently, appropriately and rationally.</b>

## Skill Development

On successful completion of the course, students will be able to:

1. Identify the key tourism policy and planning issues in New Zealand and the wider context.
2. Be aware of the political behaviours that occur in tourism policy and planning and role play.
3. Develop a tourism plan for a specific issue using scenario planning tools.
4. Critically assess, present and evaluate options relating to the key issues found in tourism policy and planning.
5. Enhance their analytical, team-building, class participation and presentation skills.

## Expected Workload

TOUR 301 is a 20 point course which equates to 200 hours of study which equates to 13 hours of study per week spread over a 15 week period (the 12 teaching weeks, mid-trimester break, study week and the examination period). This learning period includes 2 lectures and 1 tutorial per week, outside classroom contact time, students will be guided with readings for completion prior to tutorial, tasks related to assignments or preparation for guest speakers.

## Group Work

15% of the course workload has a group work element. This relates to the preparation of a destination plan or analysis of a policy issue as selected by the student group and represents about 30 hours of study time. Other elements of the course including the student preparation assignments have a degree of collaboration as a process of reflective learning. You will be expected and encouraged to work in groups and assignments; however reports must be individual submissions. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of assignment questions. Peer and self-assessment will play a part in the learning process, but will not contribute directly towards the course grade.

## Readings

### Course Readers:

Yeoman, I, with Davies, J. Wheatley, C. Mars, M. Schanzel, H & Butterfield, S. (2012) Tourism2050: Scenarios for New Zealand. Victoria University of Wellington. Available to download for free from [http://www.tourism2050.com/Resources/Outputs/Tourism2050%20Scenarios%20for%20New%20Zealand%20\(Lo%20Res\).pdf](http://www.tourism2050.com/Resources/Outputs/Tourism2050%20Scenarios%20for%20New%20Zealand%20(Lo%20Res).pdf)

Dredge, D & Jenkins, J (2007) Tourism Planning and Policy. Wiley, Sydney

### Others:

Dredge, D & Jenkins, J (2011) Stories of Practice Tourism Policy and Planning. Ashgate Publishers, Farnham (ebook)

Hall, M (2008) Tourism Planning: Policies, Processes and Relationships. Prentice Hall, Sydney

Heijden, K. et al (2002) The Sixth Sense: Accelerated Organizational Learning with Scenarios. Wiley, Chichester.

Lindgren, M & Bandhold, H (2009) Scenario Planning. The Link Between Future and Strategy. 2<sup>nd</sup> Edition. Palgrave, Basingstoke.

Page, J. Yeoman, I. Connell, J & Greenwood, C (2010) Scenario Planning as a Tool to Understand Uncertainty in Tourism: The Example of Transport and Tourism in Scotland in 2025. *Current Issues in Transport*, Vol 13, No 2. pp99-137.

Hicks. M (1991) Problem Solving in Business and Management: Hard, Soft and Creative Approaches. Chapman & Hall, London.

Other guided readings will be advised on Blackboard for specific topics, lecturers and tutorials



## Assessment Requirements

To pass the paper you must obtain an overall C grade or better, including at least 40% in the final examination. You are required to complete all assessment exercises by the due date and attend at least 8 tutorials.

This course will be assessed as follows:

Assignment	Weight	Due Date
1. Scenarios for New Zealand (Group)	15%	Oral Presentation – in class schedule Power point notes and presentation – in class schedule (W/c 15 <sup>th</sup> April)
2. Scenario Analysis	35%	Written report – 27 <sup>th</sup> May @ 12 noon MZ Box # 18
3 Exam	50%	Friday 14 June – Wednesday 3 July (inclusive)

The assessment for TOUR301 incorporates three major components as follows:

1. **Scenario Planning and National Planning:** One of the core roles of government in the tourism arena is the provision of a strategic direction for tourism. The New Zealand Tourism Strategy of 2015 sets out a pathway for the future. Other countries have similar plans including Tourism 2020 for Australia. Considering the Tourism Industry Association call for a national tourism plan for New Zealand, the focus of this assignment is the development of a set of scenarios that paint a picture of the future in order to facilitate a plan for tourism appropriate for each scenario. Considering this stance, the first assignment asks the research question: ‘What will New Zealand Tourism look like in 2030?’

The assignment is split into two parts. For the first part, working in teams of 3 or 4, students will answer the research question developing four future options or scenarios set in 2030. Then individual students will be allocated one of the scenarios to write up as national plan.

**New Zealand Tourism 2030 (Group)** (constitutes 15% of the course grade): Presentation dates are shown in the class schedule. **Copies of the presentation, with power point notes must be submitted at the time of the allocated class presentation.**

This assignment relates to course objectives 2 and skills 4, 5 and 6.

**National Plan (Individual)** (constitutes 35% of course grade). The national plan using the process of scenario analysis report is to be completed individually and is an expansion of the information in the presentation. The **submission date** for the written component is due by Mon 27<sup>th</sup> May at 12noon in Mezzanine (MZ) Box #18.

The assignment should be in a **report format**. **The word length on average should be 2500, with assignments no longer than 3000 words.**

This assignment relates to course objectives 1, 2, 3 and skills 1, 2, 3 and 4.

2. **The Case Study Examination (Individual)** constitutes 50% of the course grade. The objective of the examination will be to assess how the student can interpret and apply the material learned throughout the course in a constrained time frame. The examination will be an open book style, in which students will be given a case study in week 11 of the course and will then complete unseen questions during the examination. The student will be allowed to take **summarised notes** into the exam **written on the designated case study only**.

This assignment relates to course objectives 1, 2, 3 and skills 1, 2, 3, 4.

#### Quality Assurance Note

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Faculty of Commerce programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

#### **Examinations**

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period from Friday 14 June – Wednesday 3 July (inclusive)

#### **Penalties - for Lateness & Excessive Length of Assignments**

In fairness to other students, work submitted after any deadline will incur a penalty for lateness. The Tourism Management Group has implemented a standardized late penalty for all tourism courses. Students who submit late assignments will be penalized at a rate of 5% per day (including weekends). **Saturdays, Sundays and public holidays** will be included when counting the number of days late. Assignments received **more than 7 days after the due date** will not be accepted and the student will **automatically fail the Mandatory Course Requirements**.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator before the due date. Students who apply for an extension due to illness must obtain a medical certificate. Medical certificates must specify that the student is 'unfit to study' or 'unfit to sit an examination.' Medical certificates must also indicate the duration of the illness. Please take note: workload pressures and computer problems are not a case for extension.

Late assignments are to be handed in at the School of Management **Level 10 Reception, RH 1022**, during Reception Desk hours, **9am until 5pm Monday to Friday**. Late assignments that are not time- and date-stamped by the Administrator or Duty Receptionist will incur late penalties from the time the Administrator/Duty Receptionist receives it. Assignments left on the Reception Counter, or slid under the door of the Reception office, will also incur penalties from the time and date they are recovered. *Note that there is no provision to accept assignments on weekends or public holidays.*

Course Outlines provide a signal to students of forthcoming workload, dates of submission etc, and thus student study plans should take account of course requirements across all courses. Consequently, workload issues related to other courses and employment will not be accepted as reason for dispensation from mandatory requirements or waiver of penalties. **Extensions** to submission deadlines for any assigned work will only be granted in **exceptional circumstances**.

Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, **in advance**, to a course coordinator, providing documentary evidence of the reasons of their circumstances.

All such applications must be made **before** the deadline and be accompanied by documentary evidence, eg a medical certificate, or counsellor's report clearly stating the degree of impairment, and the dates of the illness or event that prevented you from undertaking your academic studies. This can be applied retrospectively.

In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events, that precludes an application in advance, students should make contact with one of the course coordinators as soon as possible, and make application for waiver of a penalty as soon as practicable.

Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic. **The penalty will be 10% of the grade for an assignment which is 10% over the word limit.**

### Grading Guidelines

The following broad indicative characterisations of grade will apply in grading assignments and the exam:

A+	excellent performance in all respects at this level
A	excellent performance in almost all respects at this level
A-	excellent performance in many respects at this level
B+	very good, some aspects excellent
B, B-	good but not excellent performance at this level
C+, C	work satisfactory overall but inadequate in some respects
D	poor performance overall, some aspects adequate
E	well below the required standard
K	failure to achieve mandatory course requirements and have achieved at least average "C" over all the assessment. Note this is a failing grade.

### Remarking Policy

Students may ask for their written work to be remarked. Course instructors in tourism management put tremendous effort into the grading of student assignments. Students are encouraged to speak with the course coordinator if they believe that their mark is not an accurate reflection of the quality of their work.

Application for remarks must be made within 5 days after the marks are available.

### Referencing

There are many different styles of referencing and the Faculty of Commerce at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site

<http://www.victoria.ac.nz/library/research/reference/referencingguides.aspx>

### Mandatory Course Requirements

To meet Mandatory Course Requirements, students are required to:

- a. Submit all assignments within the allowable timeframe

- b. Attend at least 'eight of the ten' scheduled tutorial sessions
- c. Obtain a grade of at least 40% on the final examination.

Students who fail to satisfy the mandatory requirements for this course but who obtain 50% or more overall, will be awarded a "K" grade. Standard fail grades (D or E) will be awarded when the student's overall course mark falls below the minimum pass mark, regardless of whether the mandatory course requirements have been satisfied or not.

### **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

### **Communication of Additional Information**

All formal notices relating to this course will be posted on the Blackboard website. Because we will only meet face to face once a week, it is critically important that all participants log on and check announcements on a regular basis, at least two or three times a week. The course coordinator can be contacted using the details on the front of this course outline.

### **Link to general information**

For general information about course-related matters, go to  
<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

### **Note to students**

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.