

Newsletter

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

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Our recent activities include a Tourism Careers in Focus evening for our students, a book launch that celebrated three new books by members of the tourism management group, student excursions, conferences and more.

The Tourism Management Group

MTM research on Māori cultural tourism

Trisha Dwyer, MTM graduant, has published her research on guiding and interpretation in Māori cultural tourism experiences for international visitors in the New Zealand Futures Trust journal 'Future Times'. Trisha's work on Te Puia and Te Papa guides' perspectives on their roles and tasks has generated much interest;

she was interviewed on National Radio and she has discussed her research in Inside Tourism, a New Zealand-based industry publication, among other things. Trisha is currently in Nuku'alofa, Tonga, on a Te Tūao Tāwāhi - Volunteer Service Abroad (VSA) posting.



Introduction

In a world where adventure tourism provides the loudest voice and the best pictures, some of us need to be reminded of the important role of cultural tourism. Reading Trisha Dwyer's article below will remind the readers of our wonderful history of guided tourism and international acclaim granted to our most famous guides – Sophia Hinerangi and Maggie Makareti Papakura. But it's Trisha's own explanation "that for the next generation there will be new perspectives on the importance and relevance of Māori cultural heritage and its place, not only in New Zealand but in the wider world." As Trisha puts it "tomorrow's history and understanding of Māori cultural heritage is yet to be shared". (editor)

Sharing a living culture: the guide's role in managing Māori tourism experiences

Trisha Dwyer

Māori guides have played a key role in tourism for over five generations, yet little attention has been paid to the importance of their role in managing visitor experiences and sharing of a living culture. In indigenous tourism, control over cultural content and representation is a key issue. In guided tour experiences, the cultural exchange is facilitated by tour guides. As cross-cultural mediators the characteristics of guides also influence the exchange. Not only is the guide's knowledge and personal experience of Māori culture important, but also the guide's ability to share an understanding and facilitate meaningful experiences with visitors of diverse characteristics.

This article discusses the importance of the guide's role and future implications in managing Māori tourism experiences. The key themes are drawn from a qualitative research project at Te Puia (New Zealand Māori Arts and Crafts Institute) and the Museum of New Zealand Te Papa Tongarewa for the author's

Master of Tourism Management thesis. The study examined how guides manage tour experiences and share Māori cultural heritage with international visitors. Of the 21 interviews conducted there were 14 Māori participants including a manager from each case study. At Te Papa, which is a bicultural institution, seven non-Māori guides were also interviewed.

Māori tourism and guiding dates back to before the 1870s, with early travellers to New Zealand being drawn by the impressive landscapes; in particular the pink and white terraces which were destroyed in 1886, impressed and curiosity about the indigenous Māori culture, was exported through postcard images of traditional warriors and maidens. Māori culture has been used to promote New Zealand as a destination, and the demand for cultural tourism has supported a revival of Māori cultural traditions.

In the context of Māori cultural tourism and museums, the last 30 years has seen a shift towards

increased ownership, control, and participation by Māori. Through increased control over representation of Māori cultural content, Māori perspectives may be presented. Regional differentiation adds to the complexity of understanding cultural heritage, allowing potentially conflicting narratives and perspectives to be shared. Representations of Māori as a living culture compete with tourism imagery reinforcing a traditional culture fixed in the past. In museums tangible aspects of Māori cultural heritage, once displayed as a series of archaeological artefacts, have been re-valued and reconnected with the intangible aspects of culture, such as knowledge systems, traditions, practices, beliefs and values. These intangible aspects are subject to change and evolve due to external influences at a particular time or place.

Cultural heritage evolves and narratives are retold or rewritten. Our understanding of cultural heritage may be reframed and

Dr Christian Schott a new Dad again

Congratulations to Dr Christian Schott and his wife Jo on the birth of their daughter Sophia Christina Schott.

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VicTOUR

Trois collègues en France

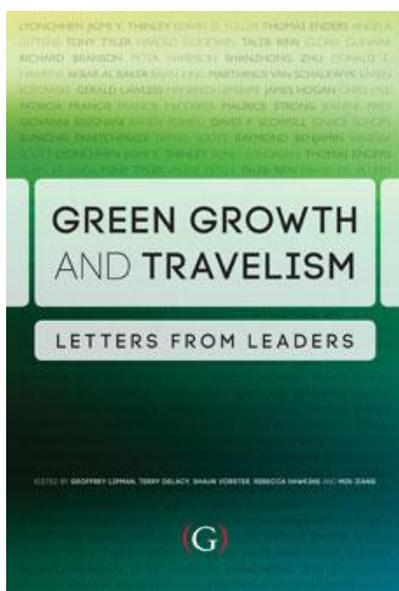
Members of the tourism management group have frequently attended BEST EN Think Tanks in the past and 2012 was no exception. This year's Think Tank XII entitled "Mobilities and Sustainable Tourism" was held in Gréoux les Bains, France, from June 24–27.

Hosted in conjunction with SKEMA Business School and La Cité de la Culture et du Tourisme Durable, it was a fitting environment in which to discuss "Virtual Mobilities and Sustainable Tourism: Virtual Fieldtrips for Climate Change Education" (Dr Christian Schott), "Micro-Mobility Patterns and Service Blueprints as Foundations for Visitor Management Planning" (Dr Julia Albrecht), and to consider the "Causality Between Inbound Tourism and Economic Growth: An Overview" (Dr Mondher Sahli and Simon Carey).

Other updates include the revision of BEST EN's acronym which now stands for "Building Excellence in Sustainable Tourism – an Education Network" and the appointment of Dr Julia Albrecht as a new member of the BEST EN executive committee.



Three members of the tourism management group attended this year's BEST EN Think Tank in Gréoux les Bains, France . Can you spot Dr Julia Albrecht, Dr Christian Schott and Dr Mondher Sahli?



Dr Ian Yeoman on Green Growth and Travelism

Dr Ian Yeoman was invited by Geoffrey Lipman (ex Assistant Secretary of the UN World Tourism Organisation) to contribute a scenario based book chapter on the future of tourism set in 2050. The scenario paints a picture of the right policy decisions that would address the issues of climate change and the environment for New Zealand in the form of a series of letters. The book was launched at the [United Nations Conference on Sustainable Development in Rio on the 20th June 2012](#).

Other contributors include Lyonchhen Jigmi Y. Thinley (Prime Minister of Bhutan), Tony Tyler (Director General & CEO IATA), Taleb Rifai (Secretary General UNWTO), Sir Richard Branson (Chairman Virgin Group), Akbar Al Baker (CEO Qatar Airways), Marthinus Van Schalkwyk (Minister Tourism South Africa) and Gerald Lawless (Executive Chairman Jumeirah Group). The book ['Green Growth and Travelism' edited by G. Lipman et al. was published by and is available from Goodfellow Publishers, Oxford.](#)

VicTOUR

Tourism Careers In Focus evening

A Tourism Careers In Focus evening in August saw over seventy students hear from a panel of graduate speakers about their experiences of job hunting and work.

Jointly hosted by the School of Management (Tourism Management) and Vic Careers, students had the opportunity to meet employers from Accor, IEP, Intercontinental Hotel, Interislander, and Wellington i-SITE.

The undoubted stars of the show were the five tourism alumni speakers. They had all graduated in the past three years, but already had a wealth of experience to share about job hunting and surviving in the world of work.

Our thanks to:

- > Laura Brown (BTM, 2012) Operations Coordinator at Seal Coast Safari and John's Hop On Hop Off City Tour
- > Alex Handley (BTM & BCA Marketing, Economics, 2012) Marketing Coordinator, *InterContinental Wellington*
- > Nic Keating (BTM, BCA International Business, Management, BA Japanese, 2011) Analyst, *PwC Consulting*
- > Jess Wilson (BTM, 2010) International Marketing Coordinator, *Positively Wellington Tourism*
- > Zoe Winmill (BTM, 2010) Education Events & Conference Coordinator, *New Zealand Law Society*



Dr Karen Smith opening Tourism Careers In Focus
From left to right: Laura Brown, Jess Wilson, Dr Karen Smith, Alex Handley, Nic Keating, Zoe Windmill



Undergraduate students, postgraduate students and recent graduates were among the audience and had the opportunity to network after the presentations.

While each shared their own personal story, some common lessons for current students and job hunters were clear:

- 1) The importance of having **tourism experience**
This can be gained through relevant part-time work during and after university, as well as through volunteering and internships. Taking a part-time tourism job means you gain experience, and it can lead to fulltime work.

2) Looking for/creating and taking **opportunities**

This includes international exchanges; being confident about approaching employers on spec; setting up your own business; making yourself stand out against other applicants.

3) The importance of **networking** for getting jobs, but also networking as a skill you need to work successfully in the tourism sector

Our speakers stressed the importance of using every opportunity to network, including following up with guest speakers and attending industry and careers functions.

Tourism Careers In Focus evening (continued)

Dave Bamford, local business owner (TRC Tourism), and Chair of Victoria's Tourism Management Advisory Group, rounded off the speeches with an employer's view. He pointed out that grades alone aren't enough, you need to be standing out from the competition through your work experience and interests outside of university. You need to be personable, enthusiastic, and show you want to work in tourism and make things happen.

With networking in mind, students, graduates, and employers then had the chance to mingle and make contacts over pizza. Our thanks to our alumni networkers who helped make this event such a success:

- > Judy Chen, *Director of International Sales & Marketing, James Cook Hotel Grand Chancellor*
- > Sarah Croskery, *HR Manager, James Cook Hotel Grand Chancellor*
- > Sarah Halliday, *Marketing Coordinator, The Johnson Group*
- > Sarah Holland-Kearins, *Assistant Office Manager, East by West Ferries Ltd*
- > Liz Moore, *Administration Support, Mainfreight*
- > Rosemary Sewart, *Sales Consultant, Seekom*
- > Kimmie Wicks, *Disney Alumni, Disney International Program*
- > Tory Yee, *Conference & Events Executive, Rydges Hotel*



Dave Bamford, Director of Tourism Resource Consultants and Chair of the Tourism Management Advisory group delivering his closing remarks

Don't forget that **current** students and alumni can log on to **Victoria CareerHub** and search for Job Vacancies, Career Events, and Career Resources. <http://careerhub.vuw.ac.nz>



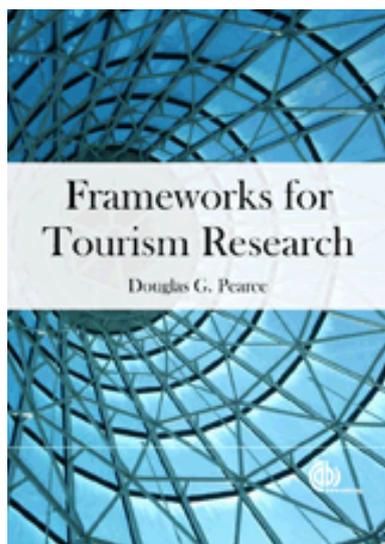
Dr Christian Schott at Tolaga Bay with his solar glasses on

Royal Society's forum to forge new ideas for New Zealand's future

On June 5-8 The Royal Society of New Zealand organised The Transit of Venus Forum in collaboration with the MacDiarmid Institute and Victoria University in Gisborne and Tolaga Bay, where Captain Cook and New Zealand's indigenous peoples made first contact. At this forum, inspired by the transit of Venus also observed by Captain Cook in 1769, hundreds of scientists, iwi representatives, dignitaries and delegates gathered to further the late Professor Sir Paul Callaghan's vision of making New Zealand "a place where talent wants to live". Dr Christian Schott was invited to attend this event as one of four Victoria University teaching and research staff. In the words of the conference chair Sir Peter Gluckman, the question which brought all the delegates together at the inspiration of late Sir Paul was "how can science, the power of the mind and scholarship help make this country achieve some generally held goals, economic prosperity, a high standard of living for all, greater social cohesion and achieving that necessary economic growth without harm to our environment". Christian, seen in the picture meeting Venus on the day before the forum, emphasises how inspirational it was to attend and contribute to this important forum, "I have taken away a number of very important messages which emerged from presentations as well as conversations with people I would be unlikely to meet without this excellent forum providing a platform for coming together and sharing ideas."

VicTOUR

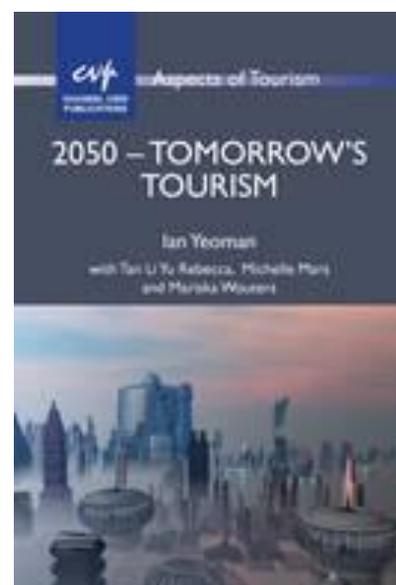
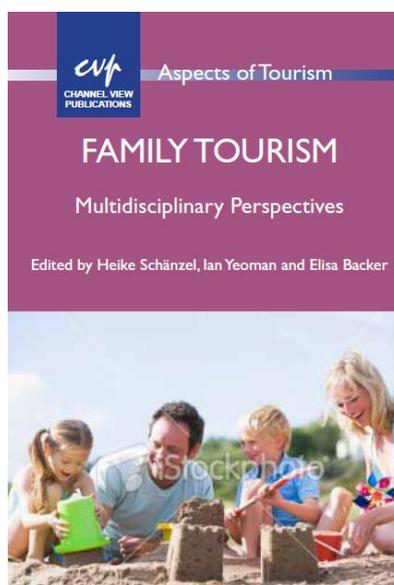
Victoria Business School Book Launch
Frameworks, Families, and Futures was the theme of three new books launched by three academics from the Tourism Management group on the 3rd August, an event hosted by David Bamford of Tourism Resource Consultants. *Frameworks for Tourism Research* by Prof Doug Pearce provides the first comprehensive and systematic review and critique of frameworks for tourism research.



From left to right Drs Heike Schänzel and Ian Yeoman and Prof Doug Pearce

Family Tourism: Multidisciplinary Perspectives, co-edited by Dr Heike Schänze (now at AUT), Dr Ian Yeoman, and Dr Elisa Backer (Ballarat University, Australia), is a cutting-edge book that constructs a multidisciplinary perspective on family tourism by discussing various types of families.

Finally, Dr Ian Yeoman's book *2050: Tomorrow's Tourism* paints a picture of the future, predicting that 4.7 billion people will take an international holiday in 2050.



Prof Bob Buckle, Dean of Victoria Business School, during his speech on the occasion

VicTOUR

Experiential Learning in the second year of the BTM

The 2012 TOUR230 Visitor Management class visited ZEALANDIA – The Karori Sanctuary Experience to learn about visitor management in nature-based tourism and recreation. After a welcome in the foyer, students were treated to a guided tour of the exhibition in the visitor centre and the valley. ZEALANDIA guides Ben, Allison and Merle did a fantastic job explaining how ZEALANDIA and the tours are managed (rather than doing their usual tours). They also provided interesting insights into guiding from the perspectives of professional and volunteer guides.

The visit to ZEALANDIA has become a highlight of the TOUR230 Visitor Management course; it's the third time that this activity was included. Students are asked to write a report that analyses and evaluates the visitor management techniques applied at ZEALANDIA and to consider their possible impacts on visitor experiences as part of the course assessment. For many students it was the first visit to this Wellington attraction.

Students appreciate diversity in teaching approaches (and locations). Much more exciting than sitting in the lecture theatre!



The group was welcomed by the ZEALANDIA hosts and guides in the foyer of the new visitor centre.



Three guides took small student groups into various parts of the sanctuary valley.

VicTOUR

Jobs and Internship News

The Accor GMT programme has provided internships and entry level positions to our graduates in the past. This year, **Zane Williams** successfully secured a placement at the Novotel Rotorua.

MTM graduant **Dagmar Cronauer** has commenced a position as Corporate Services Administrator with Te Tūao Tāwāhi - Volunteer Service Abroad (VSA).

Trisha Dwyer, MTM graduant, has also accepted a position with Te Tūao Tāwāhi - Volunteer Service Abroad (VSA). She is currently on a short-term assignment for three months working as a Hospitality and Tourism Trainer in Nuku'alofa, Tonga. She will be moving on to a six-months assignment in Timor-Leste in October.

Dear Alumni, please keep us posted on your careers and exciting job news so we can spread the news!

Would you like to keep in touch with other tourism management graduates?

And hear about job openings and other opportunities?

If so, sign up to become a member of the Tourism Management Alumni network via facebook or LinkedIn.

Contact details:

<http://www.facebook.com/#!/groups/12975798173/>

http://www.linkedin.com/groups?gid=4333259&trk=hb_side_g

There are annual meetings of tourism management alumni in Wellington. The current committee consists of: Karina Young, May-ling Allerby, Roshni Stephens, Kim Thomas and Khoa Nguyen.

We look forward to hearing from you.

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

Contact:
Adam Weaver, adam.weaver@vuw.ac.nz or (0064) 4 463 5375
Tourism Management, School of Management
Victoria University of Wellington
P.O. Box 600
Wellington
Tel: +64 4 463 5720
email: tourism@vuw.ac.nz



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/som/>

Editor: Dr Julia N. Albrecht

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