

Newsletter

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

No. XXIV December 2012

Dear friends and colleagues

Our last Tourism Management Group newsletter for 2012 features the Tourism2050 book launch, some of our overseas activities, graduation, summer scholarships and other achievements.

We wish you a happy Christmas and a successful 2013.
The Tourism Management Group

Summer scholarships 2012 provide exciting opportunities for students and staff

Nataly Noguier Blue, Jessica Taylor and My Tran have been awarded highly competitive Faculty of Commerce Summer Scholarships. They are working with Dr Julia Albrecht, Dr Karen Smith and Dr Bob Cavana from the School of Management, and Dr Carolyn Cordery from the School of Accounting and Commercial Law. All three students will be pursuing postgraduate degrees with Victoria University in 2013. Read about their projects and experiences on the next page.



Pictured from left to right: Dr Carolyn Cordery, My Tran, Jess Taylor, Nataly Noguier Blue, Dr Julia Albrecht

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The three summer scholarship projects reflect both the students' and staff interests, and they cover a wide range of topic areas.

Nataly Noguera Blue: Social Impact of Volunteers



This year I completed a BA in International Relations and Development Studies and a BCA in Management. I have applied to study a Masters of Development Studies next year. My summer scholarship project is called "Measuring the Social Impact of Volunteers and Volunteering".

I have enjoyed the diversity of what I am learning! I have been looking at different ways to measure the social impact of volunteers, and I have encountered methods from disciplines such as accounting, environmental economics, systems thinking, management, and others. It has been quite eye-opening to see how one issue can be studied from many different perspectives. I have also enjoyed meeting with my supervisors and the Volunteering New Zealand CEO and Programme Manager, all of whom are very accomplished, passionate and inspiring women.

Jessica Taylor: Review of Systems Methods in Tourism Research

I am enrolled in the BTM (Hons) for 2013. My summer scholarship project is called 'Review of Systems Methods in Tourism Research'. My main task is the completion of a comprehensive literature review, with the guidance of Dr Bob Cavana. This has allowed me to develop vital research skills which will be beneficial for my future studies at Victoria.



One of tourism management's rising stars, Jessica was also awarded the Victoria Plus Award earlier this month.

Jess, congratulations on a very successful year!

My Tran: Community-based tourism in Southland, New Zealand



I have just completed my BTM with Honours writing a dissertation on film tourism in Wellington. I will work towards my Masters in Tourism Management in 2013. My summer scholarship project is entitled 'Community based tourism – A case study of the Hump Ridge Track'. The Hump Ridge Track is a Third sector-led project in Tuatapere, Southland. I am looking forward to gaining practical research experience doing fieldwork in the community in January and February 2013. I also enjoy working with SPSS learning to analyse quantitative data.

Victoria Leadership Programmes' Awards Ceremony

On 4 December 2012, two BTM students were among those honoured at the Victoria Leadership Programmes' Awards Ceremony in the Hunter Council Chamber. Hansel Ng and Jessica Taylor were recipients of the Victoria Plus Award in recognition of their significant contributions to volunteering and student support work at the university and within the community. In addition to receiving the Victoria Plus Award, Hansel was acknowledged for completing the Victoria International Leadership Programme (VILP). The VILP is designed to increase students' leadership potential and global awareness. Both Hansel and Jessica deserve congratulations for these significant achievements.

Thanks to our fantastic tutors in trimester 2, 2012

Our thanks go to Jessica Taylor, Cherie McMeekin, Jeena Kalyan, Rochelle Higham, Tahiri McLaren-Brown, Stephanie Wagener, Nyasha Musaruwa and Lauren Campbell for their service to the BTM in trimester 2, 2012. Your contribution is much appreciated as it helps us to provide high-quality teaching. The Tourism Management Group wishes you all the best for your future studies or work!

Facility for Euro-Mediterranean Investment and Partnership (FEMIP) Conference in Marseille

In November 2012, Dr Mondher Sahli was invited by the European Investment Bank to participate at their 11th Facility for FEMIP Conference entitled "Towards Sustainable Tourism in the Mediterranean: Investment and Financial Services for Tourism".

As a panellist, Mondher provided an overview of the key trends that are affecting tourism worldwide and in the Mediterranean region. He also discussed the challenges and opportunities that the region is currently facing. His analysis showed how the diversity of Mediterranean destinations represents multiple challenges. Some of these are immediate, such as the persisting financial difficulties in some European economies and the political changes in a number of countries from the Middle East and North Africa (MENA) region, while others are more long-term in some mature and emerging Mediterranean destinations.

Mondher also discussed how tourism in the region holds significant opportunities to enhance destination competitiveness. The central argument throughout his presentation was that the current wave of political changes in the MENA region provides opportunities to introduce the transparent and accountable policies and institutions that will enhance sustainable tourism practices in these countries. His conclusions emphasized the need for further regional cooperation through joint activities in the field of research, promotion and information technology.



Mondher is pictured here with Professor Harold Goodwin from University of Leeds (second from left), Daniel Vigneron, journalist from the national daily French newspaper "La tribune" (third from the left) and other panellists from the United Nations Environment Programme (UNEP), the Jordan Tourism Board and Plan Bleu.

How do you imagine the future

Dr Ian Yeoman explains the value of scenario planning and futures research as a tool to inspire tourism organisations to engage in blue sky thinking or preparing for the future.

As Ian says, "so many organisations are focused on the past when they can only live in the future".

<http://www.youtube.com/watch?v=5vLjOAux9dU>

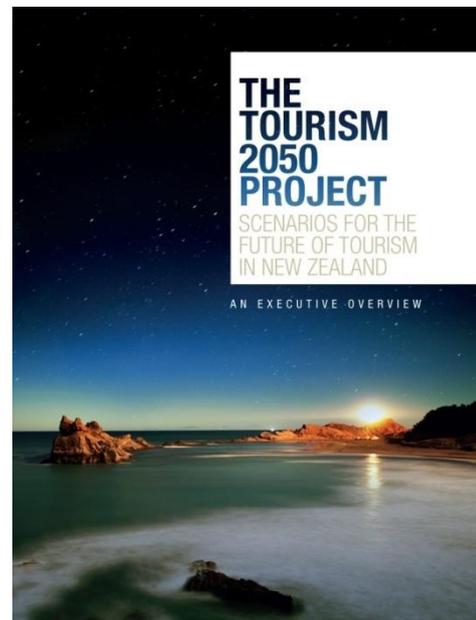


Dr Ian Yeoman
Associate Professor
School of Management

Book Launch: Tourism2050 Project

The School of Management hosted the book launch of two books from the Tourism 2050 Project attended by 60 industry leaders, stakeholders, students and academics on the 9th October 2012. The project funded under the government's Foundation for Research, Science and Technology framework used scenarios as a means of envisaging plausible future possibilities. It describes how the scenarios can be developed and applied in practice by anyone wishing to improve the resilience of their organisations and their organisations' existing plans. The key outcomes of the projects are two monographs.

Tourism 2050: Scenarios for New Zealand (authored by Dr Ian Yeoman et al.) articulates four scenarios shaped by different circumstances, trends and driving forces set in the year 2050. Some of the scenarios represent harmful futures such as Perfect Storm which envisages an extension of the global financial crisis and economic stagnation whereas Manaakitanga is a vision of what New Zealand tourism could achieve. Eco Paradise represents the decisions New Zealand and tourism would take between now and the future in order to achieve a sustainable future. To some, this scenario may not palatable given the economic consequences, whereas The State of China is a representation of the pathway of new markets and tourists. The scenarios represent journeys towards the future, some about muddling through, and others by making quantum leaps. Each scenario concludes with a series of strategic suggestions for New Zealand's tourism industry. Tourism2050: Planning for the Future (authored by Dr John Moriarty) is a methodological framework which could be used by businesses and policy makers to apply scenarios and help with decision making.



Martin Snedden, CEO of the Tourism Industry Association New Zealand (left) said: "There is an old saying in sport -- 'if you keep doing the same things the same way, why would you expect anything other than the same old results'. This applies equally to tourism; to survive and to prosper, those within tourism need to recognise, accept and adapt to change. Relationships and partnerships will become even more important than they already are, and so will what I call 'business thinking tools'. It is within this context I welcome the Tourism 2050 Project". The project set out to address the question, what will New Zealand tourism look like in the year 2050? We haven't found the exact answer as know one can predict an exact future. But at least the scenarios and frameworks will allow decisions makers and businesses to ponder, think and action the future.

All of the project's material is available for free for download from the project's website www.tourism2050.com

A special thanks to all those involved in the project over the last three years including Prof John Davies, Prof Doug Pearce, Dr Heike Schänzel, Dr Michelle Mars, Carol Wheatley, Stephanie Butterfield and Tricia Lapham.

The picture on the right shows Drs John Moriarty and Ian Yeoman with their books.



Adventures in destinations and destination management: Prof Doug Pearce's research and study leave

Destinations and destination management have been the main focus of Professor Doug Pearce's research and study leave. He began his leave in June by presenting papers on this topic at three conferences in St Gallen (Switzerland), Ankara (Turkey), and Barcelona where he was the keynote speaker at the 13th Coloquio de Geografía del Turismo, Ocio y Recreación.

'Having the opportunity to participate in three conferences on a similar theme but in rather different contexts provided an excellent opportunity to develop a wider and more comprehensive perspective on destination management. In St Gallen the emphasis was

on destination marketing; the Spanish papers were more concerned with land-use planning while in Turkey the theme was sustainable tourism in emerging destinations.' In September Doug travelled to South America where he gave a presentation on destination management in Santiago and gained insights into destination management in Chile through taking part in a workshop in Olmué. Doug also visited Sao Paulo where he was invited to give the closing address entitled 'Engaging with the world: Latin America and the internationalization of tourism research' at the 5th Latin American Congress on Tourism Research organized by the University of Sao Paulo. For the rest of the time he has been based in Wellington writing up extended papers on these themes.



Doug at the 50 Congresso Latino Americano de Investigação Turística in São Paulo

Volume 12, Number 3, 2012

Journal of Teaching in Travel & Tourism

Special Issue: Making It Authentic: Critical Reflections on Learning and Teaching in Tourism, Hospitality, and Events Higher Education
Guest Editors: Julia N. Albrecht and Ian Yeoman

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Journal of Teaching in Travel & Tourism: Special Issue on Authentic Learning

Dr Ian Yeoman and Dr Julia Albrecht edited a Special Issue on Authentic Learning in Tourism and related fields for the Journal of Teaching in Travel & Tourism, published in September 2012.

Among the works of other academics with interests in the conceptual foundations of tertiary education, the special issue features Ian's and Julia's research in tertiary education for tourism management. Ian's paper, "Authentic Learning: My Reflective Journey with Postgraduates" addresses the development of his 400-level course on scenario planning in tourism. Julia's paper, "Authentic Learning and Communities of Practice in Tourism Higher Education" is based on a qualitative research project on the development of learning habits and strategies of undergraduate and postgraduate tourism management students.

Both Ian and Julia have recently completed PHELT, Victoria University's Postgraduate Certificate in Higher Education Learning and Teaching.

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Christian joins TEFI Committee

Earlier this year Dr Christian Schott joined Emeritus Professor Pauline Sheldon, Professor Dan Fesenmaier (Temple University) and Associate Professor Dianne Dredge (Southern Cross University) on the Committee of the Tourism Education Futures Institute (TEFI). TEFI is a collective of tourism educators and private and third sector leaders who are passionate about tourism education. TEFI started as a grass roots initiative in 2007 guided by Prof Pauline Sheldon and Prof Dan Fesenmaier with the support of a small cohort of visionary and passionate colleagues from across the world. Over the last six years TEFI has evolved from an initiative into an institute headquartered at Temple University in Philadelphia with the vision “*to be the leading, forward-looking network that inspires, informs and supports tourism educators and students to passionately and courageously transform the world for the better*”.

In 2012, three TEFI conferences were held in different parts of the world to reach different groups of people who share a passion for tourism education and the TEFI values-based principles of stewardship, knowledge, ethics, mutuality and professionalism. The annual conference (TEFI6) under the theme ‘*Transformational Leadership for Tourism Education*’ was hosted by Prof Magda Antonioli at Bocconi University in Milan, Italy. A special issue of the Journal of Teaching in Travel and Tourism will appear in July 2012 co-edited by Christian and Ulrike Gretzel (University of Wollongong) based on the provocative and inspiring discussions at the Milan conference. Additionally, two more regionally-focused conferences were held in Brazil and India. The next TEFI conference (TEFI7) will be held in Oxford under the theme ‘*Tourism Education for Global Citizenship: Educating for lives of consequence*’. For more information about TEFI or the Oxford conference please contact Christian (christian.schott@vuw.ac.nz).



Christian and Dianne during the Closing Plenary Session of TEFI6 at Bocconi University.



Conferencing in Malaysia: Exploring Multidisciplinary Approaches

Dr Heike Schänzel, VUW alumna (PhD in Tourism Management, 2010) and current Senior Lecturer at the AUT University, and Bob Capistrano, PhD student, presented their papers during the 4th Asia-Euro Conference 2012 in Tourism, Hospitality & Gastronomy organized by Taylor’s University and University of Toulouse in Subang Jaya. Heike’s paper entitled “The Importance of ‘Social’ in Family Tourism” finds that most families use travelling as an opportunity to strengthen social connections with friends and extended family. Meanwhile, Bob presented his paper, “Visiting Friends and Relatives (VFR) Travel, Host-Guest Interactions and Qualitative Research: Methodological and Ethical Implications,” which discusses the implications of using a qualitative approach in examining the social interactions between hosts and guests due to their inherent intimacy. The conference focused on a broad range of topics related to tourism, hospitality and gastronomy relevant to its theme: “The Way Forward: Exploring Multidisciplinary Approaches.”

From Blenheim to Cape Town and a few other places in between

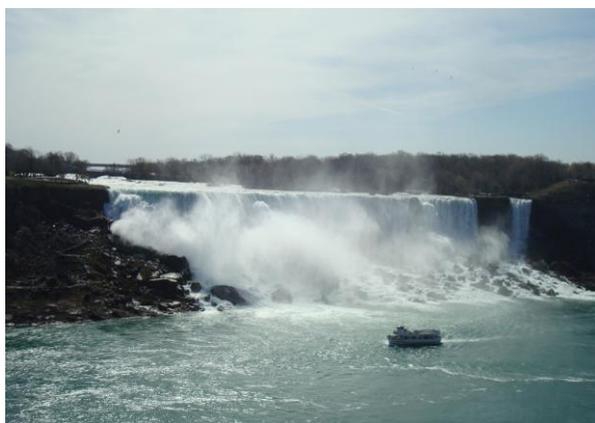
Dr Ian Yeoman has clocked up several thousand air miles over the last couple of months speaking on a number of topics including the continuing global financial crisis and robots. Ian was the keynote speaker at the Travel and Tourism Association conference in Virginia Beach for the US launch of 2050: Tomorrow's Tourism. August saw Ian and Dr Karen Smith address Eventing the Future in Wellington about social media trends and festival experiences. September saw Ian fly to Cape Town to speak at the city's AGM on technology trends addressing over 250 delegates. In October, Ian spoke at the i-Site network annual conference in Blenheim about the Digital Tourist emphasizing how less tourists will visit i-Sites in the future because of smart phone technology and shifting markets. In November, Ian flew to Europe as guest of several tourism agencies. Pardubice was the venue for the Czech Tourism forum on future trends where Ian discussed a number of futuristic concepts including technological singularity which is the theoretical emergence of greater-than-human super intelligence in robots, and how Microsoft has developed a digital camera integrated onto a contact lens. The next destination was Leeuwarden where Ian is a Visiting Professor at the European Tourism Futures Institute. Ian was keynote speaker at University Campus Friesland Symposium on Liveability highlighting how Dutch consumerism has changed because of the global financial crisis which has resulted in the acceleration of a number of trends including professional budgeting and the changing meaning of luxury especially amongst females and over 65s. 2013 will also be a busy year for Ian with invitations from the Philippines Ministry of Tourism to talk about MICE trends and the Qatar Foundation on football tournaments.



Ian at the University Campus Friesland Symposium

Tourism management seminar series 2012

The tourism management group ran a very successful seminar series in 2012. The audience included a wide range of academics, public and private sector representatives, as well as interested members of the general public. We use this opportunity to thank and acknowledge our speakers:



Dr Adam Weaver's seminar talk addressed the politics of tourism management in the Niagara Falls region. Boat rides on "The Maid of the Mist" (photo above) are a popular visitor activity at the Niagara Falls.

Lesley Immink, Tourism Export Council of New Zealand

Dr Karen Smith, Victoria University of Wellington

Dr Adam Weaver, Victoria University of Wellington

Prof Doug Pearce, Victoria University of Wellington

Virak Sarm, MTM student, Victoria University of Wellington

Kevin Ward, New Zealand Airports

Richard Singleton, Eco Pocket New Zealand

Dr Christian Schott, Victoria University of Wellington

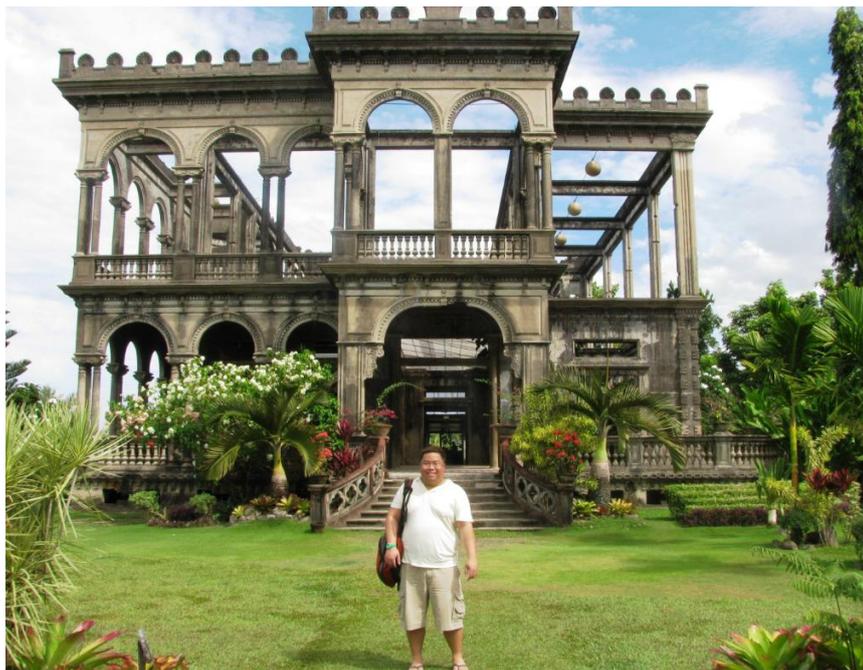
Dr Marcela Palomino-Schalscha, Victoria University of Wellington

Wendy London, cruisebubble.com

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Notes from the Field

In view of my PhD thesis entitled, *Host-Guest Interactions: First-Generation Filipino Migrants in New Zealand and their Visiting Friends and Relatives (VFRs) from the Philippines* – I have recruited 11 families who have hosted their relatives and another 5 families who have hosted their friends. While I have recruited several participants in Wellington, I moved to the Auckland during mid-October to include many more participants for my study given the large demographics of immigrants in the said region. A total of 36 individual and 13 group interviews were conducted within the migrant-host families – in particular the parents and their majority offspring. Questions posed related to the meanings contained in the visit and how each family member interprets their social interaction with their VFRs as well as motivations, expectations, obligations and the activities that they particularly enjoy with regard to hosting.



Bob at The Ruins in Talisay City. He says Negros Occidental is a must-visit during a stay in Bacolod. Owned by a sugar baron, the buildings were intentionally burned during the World War II so that the Japanese wouldn't be able to use it during the war.



In Davao City – the centre of trade, commerce and industry of Mindanao and one of Asiaweek's Top 20 Best Cities in Asia.

Currently, I am home in the Philippines to examine the views of the respective VFRs of the migrant-host families that I interviewed in NZ. I have traveled within Metro Manila and key cities in the countryside including Baguio, Bacolod, Tuguegarao, Davao, and Naga. From Davao City, I was supposed to take a 6-hour bus trip to Cagayan de Oro for another interview. However, due to Typhoon Bopha that hit the southern Philippines, I am delaying that trip until January 2013. I will be busy transcribing the recorded interviews over the holiday season until next year. I intend to learn to use the AtlasTi software to qualitatively analyze my data.

My trip to the Philippines was made possible through funding from the School of Management and support from the Victoria University Doctoral Scholarship.

Call for Papers: The Journey to 2050 - A World Tourism Perspective

In a world where 25 million tourists took an international holiday in 1950 and 100 years later it is forecasted to grow to 4.7 billion. Can humankind meet that forecast given the issues of ageing populations, peak oil, the global financial crisis and climate change? Who will be the future tourist? Has the world the right policy options and it is prepared for change? In order to understand how those issues could occur, a special issue of *Tourism Recreation Research* will be guest edited by Dr Ian Yeoman and Prof Albert Postma (European Tourism Futures Institute) based upon paradigms of futures studies framed as **prediction, science fiction, prognosis and utopia / dystopia**. Papers will be published in December 2014.

For further details, see <http://networkedblogs.com/FSoEQ>

VicTOUR

*Kia ora koutou,
Ko Ngati Kahungunu tōku iwi
No Picton ahau
Ko Tahirih taku ingoa*

I have just completed my fourth year at Victoria University studying a Bachelor of Tourism Management and a Bachelor of Commerce majoring in Māori Business. In 2013 I will begin postgraduate honours study in Tourism Management. This year I had the opportunity to apply for the Tāwera Scholarship with Te Pūtea Whakatupu Trust. The Trust offers up to 30 scholarships worth \$10,000 each to Māori students completing a Bachelors degree in Commerce, Business or Management with the intention of furthering Māori commercial development in their field of employment. In addition, the Trust also offers the Rona scholarship for science students studying marine biology or aquaculture and in 2013 an agriculture and forestry scholarship will be launched. While studying at Victoria I discovered my passion for indigenous tourism, particularly Māori tourism as it is an area of great potential for Māori in both commercial gains and cultural revitalisation, and I feel that the knowledge I have gained at university will be valuable for the development of the industry. With this in mind I applied for the scholarship and was lucky enough to be one of the recipients. As well as receiving money to aid us in our studies, we were also invited to attend the Ngā Whetū Hei Whai conference organised by Te Pūtea Whakatupu in Rotorua. The conference was themed around charting pathways for Maori education and industry futures and included keynote speakers and workshops over two days. Two important speakers I heard were Sophie Pierre and Nuk Korako. Sophie is from the Ktunaxa tribe in British Columbia, was Chief for thirty years, and spoke about Native American development in Canada including the St Eugene Mission Resort, which is a major tourism venture owned by the tribe. Her talk gave an interesting comparison to Māori development in New Zealand and highlighted the benefits of tourism for indigenous development.



I also attended a workshop by Nuk Korako who owns Inbound International Travel Services in Christchurch and works on the board of Ngai Tahu Holdings Ltd. Nuk gave a presentation on the current state of Māori tourism and future business prospects. His presentation reiterated observations I had made during my time at university including the lack of strategy and

collaboration in the Māori tourism industry, the disengagement of Māori Regional Tourism Operators and their failure to meet small businesses needs due to insufficient resources and support systems. Nuk highlighted the gap in the industry and emphasised the developments that need to happen so Maori could gain sustainable benefits from tourism. He then spoke about Māori Gateway and Māori Guide, a Māori tourism network his company is launching to promote Māori tourism businesses, provide them with a support network, advertising and create an accreditation system. Māori Guide will also provide tourists with authentic experiences through an online booking platform. As the only Māori tourism student at the conference, meeting Nuk was an opportunity I could not pass up so I approached him for an internship and am now in Christchurch working in his office for the summer!

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As well as opening my eyes to the ever-expanding future of Māori industries in New Zealand, Ngā Whetū Hei Whai also allowed me to meet and network with Māori industry leaders and other Māori students striving to do well at university. Meeting these people was inspirational and motivating for me as they were incredibly encouraging and went out of their way to create opportunities for the scholarship recipients. One of the most valuable lessons I learnt from the conference is that as university students we have unlimited potential and our innovative views are supported and fostered so be confident in your ideas and know that there are people in your chosen industry who want your passion.

To any Māori students in tourism or commerce, I encourage you to apply for the Tāwera scholarship and make the most out of the opportunities available to you.

Nga mihi,
Tahirih McLaren-Brown

Tahirih's internship experience: Inbound International Travel Services

This summer I have been lucky enough to gain an internship at Inbound International Travel Services in Christchurch. I am working closely with the owner Nuk Korako who spoke at the Nga Whetu Hei Whai conference I attended earlier in the year. Nuk is very involved in the Maori tourism industry and one of the projects we have been working on this summer is Te Putake - A Maori Garden in France, which will be opened in June 2013. Te Putake will showcase the cultural wealth of Ngai Tahu and Maori overseas in the form of a contemporary Maori Garden that will be located in Laquenexy, a small village in Moselle, North-Eastern France. This location is important for the promotion of Te Putake as it is at the cross-roads of Belgium, Luxembourg and Germany, as well as being in close proximity to Switzerland and of course Paris. The New Zealand project team is headed by Nuk who is supported by Perry Royal, the Garden's architect, and Rikki Henare Manuel, master carver. In France, construction of the Garden has begun under the French Project team, led by Pascal Garbe, International Garden Tourism Person of the Year 2011 and star judge at the Eilerslie International Flower show.



The garden will feature native New Zealand Totara and Kauri carvings, pounamu from the West Coast, and a 50,000 year old Kauri stump from Northland. The aims of Te Putake are to share the Maori culture with a European market, develop closer connections between Maori and the French, provide opportunities for Maori artists and performers to show and sell their wares at special events, and promote Maori tourism in New Zealand to potential European visitors. Te Putake is the first ever permanent Maori Garden outside of New Zealand and is expected to attract up to 60,000 visitors per year.

This project is an exciting development for Maori tourism in New Zealand as it will promote the Maori culture to a new European market and encourage potential tourists to visit New Zealand and participate in the growing Maori tourism sector. Te Putake will also promote New Zealand as a destination, showcasing a unique feature of our tourism industry.

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Currently my involvement in the Te Putake project has included creating a presentation of Te Putake and its development to present to all stakeholders, monitoring media releases, developing a product mix for



TE PŪTAKE
Voyagez en territoire Māori

artists who will sell their wares in the Gardens, creating and updating a Facebook page for Te Putake, and hosting a French delegation who arrived on December 2nd to view the progress and meet with stakeholders. This internship has given me a great opportunity to gain experience in the Maori tourism industry which is a sector of New Zealand's tourism industry I would like to develop once I finish university. Over the past three weeks I have also gained valuable knowledge about launching a venture overseas, how important stakeholder management is and how to ensure benefits for all parties through activities surrounding the Te Putake launch. I obtained this internship by just asking Nuk after I met him at the conference so I encourage all tourism students to network within the industry and have confidence to ask for work experience, advice or even a job. The benefits for future employment are invaluable and the new networks you can make could lead to your dream job in the industry!

Thanks to guest speakers in trimester 2 courses 2012

Most of our courses involve guest speakers from the public and private sectors and other players in tourism. Their contributions help our students bridge theory and practice and prepare them to become well-rounded members of the tourism workforce after graduation.

We thank the following guest speakers for their important contribution.

Andrew Smith, New Zealand Police

Ann-Marie Johnson, TIANZ

Catherine Healy, New Zealand Prostitutes Collective

Charlie Ives, Regional Tourism Organisations

Christina Mackay, School of Architecture, VUW

Dawn Muir, Carter Observatory

Geoff Ensor, TIANZ

Matene Love, School of Management, VUW

Michael Grace, Positively Wellington Tourism

John Dunn, Director New Zealand Cycle Trail Project

Judy Chen, Sales & Marketing, Hotel Grand Chancellor

Kevin Bowler, Tourism New Zealand

Rory Sarten, Lydia Nobbs and Ella Spittle, McGuinness Institute

Peter Liu, ZEALANDIA –The Karori Sanctuary Experience

Sarah Holland-Kearins, East by West

Stephen Owen, Te Papa Tongarewa

Yvonne Curtis, Futures Thinking Aotearoa

Developments in the field of tourism economics

Dr Mondher Sahli is the guest co-editor of the latest special issue of the journal *Tourism Economics* entitled "Developments in the field of tourism economics". The articles in this special issue are refereed and revised versions of papers presented at the third conference of the International Association for Tourism Economics (IATE), held at Bournemouth University, UK, on 4–7 July 2011.

The IATE is an established organization in this field, having hosted conferences since its inaugural event in Palma de Mallorca in 2007. The purpose of the Association is to bring together researchers in tourism economics from around the globe so that research in this field can benefit from the meeting of ideas generated at these conferences. With over 100 participants, far more papers were presented at the Bournemouth conference than could be included in this special issue, so the nine accepted papers have been selected on the basis of both their quality and their use of novel approaches.

IATE continues to promote the field of tourism economics and to host conferences. The next conference will be held at the University of Ljubljana, Slovenia, on 1–4 July 2013. No doubt there will be further developments on the topics presented in this special issue as well as others.

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Congratulations to our graduates!

Congratulations to fourteen former students who graduated with their Bachelors, Bachelors (Hons) and Masters of Tourism Management on the 13th of December 2012.

The day for MTM and BTM (Hons) started with a reception at the School of Management where graduants celebrated with their former lecturers and supervisors, friends and family. This was followed by the graduation parade from the government buildings to Civic Square where the graduants, university staff and mayor Celia Wade-Brown braved the sun and scorching temperatures (by Wellington standards) during the official graduation address. The subsequent graduation ceremony filled the Michael Fowler centre.



MTM graduants Dagmar Cronauer and Victoria Liu celebrating with Ama Momoh, MCA, prior to the graduation parade.



Alana Webster (left) and Ariel Vossen (above), Dagmar Cronauer and Batool Al Saif (right) as brand new graduates. Congratulations!



We wish Dagmar Cronauer, Victoria Liu, Neema Devan Menon, Batool Al Saif, Nicola Clayton, Maria Harnett, Jeena Kalyan, Hayley Knight, Nyasha Musaruwa, Roshni Patel, Emma Pritchard, Amy Rushton, Ariel Vossen and Alana Webster, and those that could not attend graduation in person all the best for their careers and future lives.

Neema Devan Menon, BTM (Hons),
Dagmar Cronauer, MTM, and Dr Julia Albrecht at
the School of Management reception



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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.

<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.



Tourism management's Secret Santa breakfast

Thanks to Natalie Wolf for organising the inaugural Tourism management Secret Santa breakfast. Peter Ezra, MTM student, made a fine not-so-secret Santa!

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

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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

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