

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

No. XXVII December 2013

## Dear Friends and Colleagues

Our latest newsletter reports on the research of staff members and our post-graduate students as well as the activities of some of our graduates. It also provides some end-of-year “thank yous” to a range of people who assisted us in various ways throughout the second trimester. We are grateful for their help. Happy holidays and all the best for 2014.

The Tourism Management Group

### A Warm Welcome to Theodor

Our colleague in the tourism management group, Dr. Julia Albrecht, and her partner Tobias Danielmeier have a new addition to their family, a son named Theodor (Ted) Danielmeier. Ted was born on Sunday, November 24 at 1:38pm. He weighed 3300 grams and was 52 centimetres long at birth. We are very pleased to hear that Ted and his parents are doing very well. The photograph of Julia and Ted is courtesy of Dr. Karen Smith.



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## December Graduation at Victoria University of Wellington

### **Congratulations to Our December Graduates!**

The most recent graduation ceremony for students in the Faculty of Commerce at Victoria University of Wellington took place on December 11. The tourism management students who walked across the stage at the Michael Fowler Centre were as follows:

#### ***Bachelor of Tourism Management with Honours***

Courtney Coughlan

#### ***Bachelor of Tourism Management***

Adam Clark, Courtney Coughlan, Rata Edmonds, Laura Freeman, Amanda Gardiner, Rochelle Higham, Jeehyun Hwang, Luan Chin (Wendy) Lim, Sarah Luong, Hong Phuc Nguyen, Ana Novakov, Nona Sakamoto, Hiroko Sasaki, and Ashleigh Tait.

#### ***Graduate Diploma in Commerce (Tourism Management)***

Manuel Gebhard

We also warmly congratulate those tourism management students who graduated but could not attend the ceremony. A collection of photographs from the post-graduation reception are featured below.

**Top Left:** Wendy Lim, Jeehyun Hwang, and Dr. Karen Smith. **Top Right:** Dr. Karen Smith, Laura Freeman's mother, Laura Freeman, Dr. Adam Weaver, and Laura Freeman's grandparents. **Bottom Left:** Courtney Coughlan and Dr. Karen Smith. **Bottom Right:** Dr. Karen Smith, Rochelle Higham, and Dr. Adam Weaver.



# VicTOUR

## Ian Yeoman's Research and Study Leave Report

- August 2013 was the beginning of my research and study leave for six months. I am undertaking a number of activities: writing and editing three books, fulfilling commitments related to a Visiting Professorship residence in Europe (with a stopover in California to meet Mickey and Donald), making a pilgrimage to the Stadium of Light to see my beloved Sunderland AFC, and catching up with family.
  - Ian was the guest of Innovation Norway as part of a scenario planning project about the future of tourism in 2025. Working with Prof. Kare Sandvik of Buskevid University College and Anniken Meniken Eniger of Menon Economics, twenty-five industry leaders and government representatives gathered in Oslo to hear Ian's opinions about the future followed by an afternoon workshop in which a series of scenarios were constructed. Norway is a mature destination with high per capita earnings. The economy is dominated by oil and fishing; as a consequence, a strong Kroner makes the country an expensive destination for inbound travellers. For every one international arrival, three Norwegian's leave the country. Tourism businesses find this environment challenging. Ian will be returning to Oslo in February 2014 to facilitate a second workshop on policy responses for the scenarios. When you next see Ian, ask him about the Elk!
  - Based in Leeuwarden for two months and working with Prof Albert Postma of the European Tourism Futures Institute, Ian is writing and editing a new book called *The Future of European Tourism*. Highlights include an outlook for European tourism, tourism in the Wadden region of the Netherlands, scenarios for the future of Turkey, social media trends and how history shapes the future. In addition, Ian and Albert are guest editors of a special issue of *Tourism Recreation Research* about world tourism in 2050, due for publication in 2014.
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- As the guest of Ulster University, Ian appeared on a breakfast radio show *Good Morning Ulster* to discuss food, men, and love as publicity for a public lecture at the university. The lecture was drawn from Ian's forthcoming book *The Future of Food Tourism* which discusses why men cook but don't wash-up. Look out for further details of the book which will be launched at *Wellington on a Plate* in August of 2014.
  - Ian has been appointed Visiting Professor attached to the Business School at the University of Ulster. The title, which is honorary, reflects Ian's continued work in tourism futures and co-authorship with Dr Una McMahon-Beattie, Head of Hospitality and Tourism Management at the university.

## Guest Speakers in Tourism Management Courses

We wish to thank those guest speakers who made contributions to our second trimester courses. Their time, effort, and enthusiasm is deeply appreciated by our students.

**TOUR 108:** Peter Liu (Zealandia), Michael Grace (Positively Wellington Tourism), Lisa Barrett (Ministry of Business, Innovation and Employment), Chris Sperring and Julie Crocker (YHA Wellington), Te Ripowai Higgins (Te Herenga Waka Marae), Butch Bradley (Director Regions and Operations at New Zealand Māori Tourism)

**TOUR 230:** Stephen Owen (Te Papa), Jo Heaton (Positively Wellington Tourism), and Dawn Muir (Carter Observatory)

**TOUR 250:** Chris Sperring and Lisa Gebbels (YHA Wellington), Marie Cocker (Te Kawa a Māui), Christina Mackay (School of Architecture, VUW), Jo Greenman and Emma Dunning (Department of Conservation)

**TOUR 345:** Ina Reichenberger (PhD Candidate in Tourism Management, VUW), Dawn Muir (Carter Observatory), and Judy Chen (James Cook Hotel Grand Chancellor)

**TOUR 390:** Kate Bevin (PowerHouse People Limited) and Hamish Allen (Sport Wellington)

**TOUR 406:** Evan Freshwater (Tourism Industry Association New Zealand)

## **In Their Own Words: Profiles of Two Recent BTM Graduates**

Two of our recent BTM graduates, Stephanie Pemberton and Lynaire McBrydie, have kindly agreed to provide us with short descriptions of their achievements since graduation. Stephanie is the Marketing Projects Coordinator at Positively Wellington Tourism. Lynaire is Sales and Marketing Executive at James Cook Hotel Grand Chancellor. Their commentaries – in their own words – provide insight into the skills they have acquired and the work they undertake.

### **Stephanie**

In my final year of my BTM, I knew I needed something on my CV to impress potential employers. I e-mailed several tourism businesses and organisations in Wellington asking if anyone was keen for some free labour in return for work experience. I offered to do anything and everything from making them a sandwich, to tedious filing. Leslie Immink, the CEO of the Tourism Export Council, was willing to take me on. I worked 10 to 15 hours a week, unpaid, on top of university study as well as two other jobs. It was a massive workload but I knew it was so important for my career prospects. I was fortunate enough to attend the TECNZ Annual Conference (which was a bit of a gamble as I had two major assignments due that week). But the risk paid off as I was invited to apply for a job by an attendee at the conference. The job was Territory Manager at Hukafalls Jet in Taupo. I ideally wanted to stay in Wellington, as I hoped to one day work at Positively Wellington Tourism, but thought it would be wise to apply anyway. It was a job in the industry and it could be the break I needed. I got the job and shifted to Taupo where I spent the next year working on local sales and marketing.

I still, however, kept my eye on the WellingtonNZ.com website, and my dream opportunity with Positively Wellington Tourism eventually came up. The position was Marketing Projects Coordinator, and it had my name written all over it. I applied for the job and thankfully I got it! I now happily spend my days working with the various marketing teams within PWT, helping their projects and campaigns come together. I'm so lucky to be working for such a great organisation as I know it can be a tough industry to crack into, even when you offer to work for free!

### **Lynaire**

After graduating with a BTM and a Bachelor of Commerce (Marketing) I was fortunate to land a fulltime position as the Sales and Marketing Coordinator at the Abel Tasman Hotel. I'm sure I wouldn't have been able to get the job without the skills and knowledge I gained from my BTM. After three years I moved into the role of Sales and Marketing Coordinator at the James Cook Hotel Grand Chancellor. Within this role I learned the importance of developing strong communication and relationship building skills. These skills are highly important in this industry and are used on a daily basis to communicate with various stakeholders such as travel agents, clients, guests, and suppliers.

After one year I was promoted to my current role as Sales and Marketing Executive. I am responsible for the planning and execution of all internal and external marketing. I also assist the International Director of Sales with administration and sales activities for Hotel Grand Chancellor New Zealand's inbound markets. This involves travelling to Auckland to meet with Inbound Tour Operators & Wholesalers to promote our three New Zealand Hotels. What I love about my role is that no two days are the same. One day I am designing an online advertisement, and the next I am meeting with potential clients. With so many upcoming events in Wellington, it really is an exciting time to be involved in the hotel sector of the tourism industry!

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## **The Tourism Management Group's Seminar Series**

One of the pleasures of working within the tourism management group is having the opportunity to hear both colleagues and industry practitioners discuss their work. Past and current guest speakers include university staff, post-graduate students, and external parties. We extend our thanks to those guest speakers who shared their ideas and insight with us during trimester two of 2013. "Thank yous" must also be extended to Ina Reichenberger, Dr. Mondher Sahli, and Dr. Ian Yeoman for organizing our seminars in 2013.

**Fergus Brown**, Chief Executive of the Holiday Parks Association of New Zealand

**Lee Davidson**, VUW, School of Art History, Classics and Religious Studies

**Christian Schott**, VUW, School of Management (Tourism Management Group)

**Robyn Henderson**, Ministry of Business, Innovation and Employment (MBIE)

**Lan Nguyen**, VUW, Master of Tourism Management (MTM) Candidate

**My Tran**, VUW, Master of Tourism Management (MTM) Candidate

## Post-Graduate Students in the Field: Three Reports from Vietnam

Three of our current post-graduate students – Tuan Ngoc Le (PhD Candidate), Lan Nguyen (MTM Candidate), and My Tran (MTM Candidate) – undertook their fieldwork in Vietnam in 2013. They have agreed to provide us with short descriptions of their overseas activities. Clearly fieldwork has its rewards and (rewarding) challenges. The photographs at the bottom of the page are courtesy of Lan.

### Tuan

Midway on the winding road to a PhD, I am wrestling with my thesis titled “Tourism Distribution in a Transitional Economy: Hotel Ownership and Distribution Channels in Vietnam”. I am analysing hotel distribution channels, their relationships to hotel ownership models in a specific transitional economy by focusing on Vietnam, a country moving from a command to a market economy.

I have just completed five months of fieldwork in Vietnam. I completed 75 interviews with tourism representatives in the three biggest cities, main gateways and tourism centres in Vietnam – Hanoi, the capital, in the north; Da Nang, which is in the middle of the country; and Ho Chi Minh City (formerly Saigon) in the south. The majority of the participants came from the hotel sector and represent four models of ownership: wholly foreign-owned, joint ventures, domestic private, and state-owned hotels. The research interviews I have undertaken provided me with a better understanding of how the various hotels have established their distribution channels and what factors influence their sales and marketing activities. By comparing these hotel distribution structures, ownership emerges as an important factor. The different ownership models not only influence the structure of distribution, but are also the product of the mix of command, transition, and market economy characteristics, which are found in Vietnam today.

### Lan

The South Central Coast (SSC) of Vietnam has great potential for tourism development, especially for marine and cultural tourism. However, the region’s tourism development does not yet match its potential. One reason contributing to this limitation is the lack of effective destination marketing done by SCC provinces which share many similarities in terms of their tourism resources. My research examines the nature and extent of joint destination marketing activities (JDMA) that occur in the region and seeks explanatory factors that contribute to, and constrain, the JDMA in the regional context.

I collected my data by conducting in-depth, semi-structured interviews with representatives of local destination marketing organizations. Arranging meeting with representatives of these organizations was the most challenging part of the fieldwork and possibly of the whole thesis-preparation process. However, having the chance to meet with tourism industry leaders of the eight SCC provinces is one of the most meaningful and interesting experiences I have ever had. Similarities and differences in tourism development and destination marketing contexts were discussed and explained from the perspectives of local experts. The fieldwork was also a great opportunity for me to meet locals, experience their cultures and understand the true beauty of the coastal region of Vietnam. Cooperative marketing efforts have been made and will be enhanced to promote the eight South Central Coastal provinces as a single destination, thus bring benefits to the whole region.

### My

Pursuing a Master of Tourism Management (MTM) degree at Victoria University of Wellington is a great experience, but also a challenge. In particular, I really enjoyed the fieldwork as part of the programme. My thesis topic is positioned within the tourism-migration nexus. More specifically, my study examines the relationship between the intra-national travel behaviour of travelling professional workers and their familiarisation with a new home. As I am doing a case study of Da Nang and Hoi An in Vietnam, I travelled there a few months ago to collect data for my research. My research participants are foreigners who come to Da Nang (or Hoi An) primarily for work and undertake tourism activities within Vietnam as a bonus of their jobs. I interviewed more than 30 participants from different backgrounds and obtained sufficient data. In addition, the fieldwork enhanced my research, interviewing, communication, and time management skills. Moreover, it gave me the opportunity to look at my hometown (Da Nang) from the perspective of a tourism researcher. This allows me to have a different view of the city’s tourism development. Nevertheless, I would say that the fieldwork has inspired me a lot as a research scholar.



*Inspiring South Central Coast of Vietnam!*

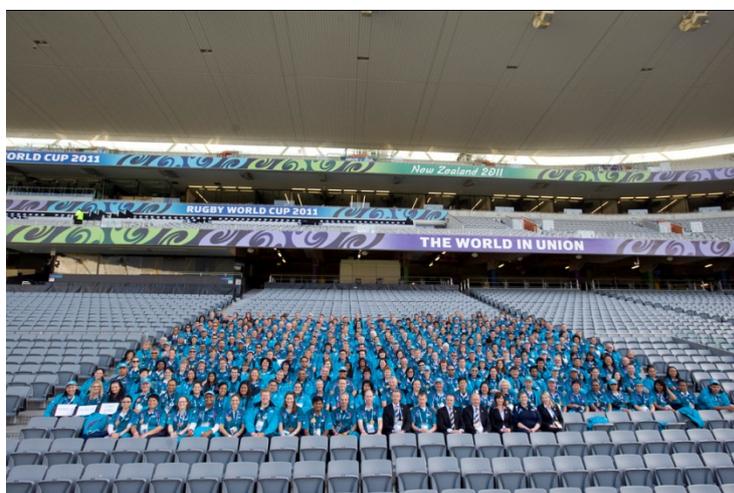
## Rugby World Cup 2011 Generates Legacy for Volunteering

While Rugby World Cup 2011 might seem a distant memory for many, Dr. Karen Smith has only just completed a major study of the RWC 2011 Volunteer Programme. The research, funded by Sport New Zealand, surveyed the experiences of Rugby World Cup 2011 volunteers, before and straight after the event, then again six months and one year later.

The longitudinal study found that many Rugby World Cup 2011 volunteers delivered on their intentions to do more volunteer work after an outstanding experience with the event. Although seven out of 10 Rugby World Cup volunteers were already active volunteers, one out of 10 were new to volunteering and the rest were people who had done some volunteer work in the past. About 85 percent of the Rugby World Cup volunteers who said they planned to do more volunteering did in fact go on to do just that and it was the events and sports sectors that benefited from this growth.

Karen suggests that the volunteering sector should consider how to capitalise on the enthusiasm of volunteers after future major events. A quarter of the volunteers surveyed rated their satisfaction with their experience seven out of seven and a fifth said they hadn't experienced any low points while volunteering. Even a year after the event the positive memories of Rugby World Cup endured. It would make sense for the volunteer sector to harness that enthusiasm while it's still fresh. Major events such as the Rugby World Cup suit many volunteers because they involve a set time commitment. Karen points out that love of rugby was a key motivation for only about one third of volunteers. Volunteering was more about the chance to be part of an exciting global event for the country and help make it a success. The social aspect of volunteering was also a huge drawcard.

Karen worked with AUT University's Associate Professor of Sport Management Geoff Dickson who investigated whether there were any employment-related legacies from Rugby World Cup volunteering. Although we found that volunteering at the Rugby World Cup didn't translate into better workplace innovation, learning orientation or self-perceived employability for volunteers, we remain confident that there are other workplace benefits, beyond those that we investigated. It was interesting that many volunteers reported gaining confidence as jobseekers, especially younger volunteers aged between 18 and 24. The photograph below is courtesy of Sport New Zealand.



## Thanks to Our Dedicated and Talented Tutors in Trimester Two!

**TOUR 108:** Bridget Kasprzyk, Leole Malama, and Stephanie Wagner

**TOUR 230:** Andrew Murtaugh

**TOUR 250:** Lauren Campbell and Katherine Findlay

**TOUR 390:** Ina Reichenberger

Simply put, the tutors in our tourism management courses are fantastic. Their contributions (for example, grading assignments and leading tutorial discussions) are much appreciated as they help us to provide high-quality teaching across the programme. We also very much appreciate the work of **Bob Capistrano** who helps us coordinate the tutorials. The tourism management group wishes you all the best with your future studies and/or work.

# VicTOUR

## Whereabouts Briefly Noted

Some of our recent (and not-so-recent) graduates have been in touch with staff members in the tourism management group for a variety of reasons. Here are the current whereabouts of some of these graduates.

**May-Ling Allerby**, HR Advisor, Department of Corrections

**Amalina Andrade**, Trade Development Executive with Tourism New Zealand (Sao Paulo, Brazil)

**Ocean Belcher**, Programming Assistant at Bench Events

**Stephanie Butterfield**, Senior Business Analyst, Ernst & Young

**Dahui Chen**, Account Executive, Real Estate and Commercial Advertising, APN News & Media

**Emily Cowell**, Summer Intern at the Department of Conservation

**Rachel Dalmon**, Marketing Manager, Ealing, Hammersmith & West London College

**Stephanie Davidson**, Business Development Manager, Crowne Plaza Melbourne

**Samantha Dench**, Alumni Relations Coordinator, University of Canterbury

**Tim Grubb**, Web Manager, NIWA (National Institute of Water and Atmospheric Research)

**Rudy Khairudin**, Director, Consulate of Malaysia (Agriculture Section), Sydney, Australia

**Hannah Ladyman**, Mischief Shoes (Wellington), e-Retail Leader

**Bryn Lloyd**, Manager Tourism Marketing, Te Papa

**Tahirih McLaren-Brown**, Sales and Marketing Coordinator, James Cook Hotel Grand Chancellor

**Karyn Owen**, Enterprise Projects Co-ordinator, Venture Southland

**Averil Patterson**, Front Office Manager, The Farm at Cape Kidnappers (Hawke's Bay)

**Chloe Robinson**, Salsa Dancer Extraordinaire. Chloe's photograph was recently spotted in the *Dominion Post* (December 11, 2013). She won a major solo salsa dancing competition in Brisbane

**Phil Stuart**, Tourism Development Consultant, Zanzibar, Tanzania

**Stephanie Wagner**, Trade Development Administrator, Tourism New Zealand

**Natalie Wolf**, Junior Product Manager, AVrora Travel GmbH

**Tory Yee**, Conference and Event Executive at Rydges Wellington

**Ella Zhang**, Hotel Assistant Manager/Guest Relations Manager, Sofitel Queenstown Hotel & Spa

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**Want some information about the Bachelor of Tourism Management (BTM) or our postgraduate degrees in tourism management?**

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BTM – Bachelor of Tourism Management

BTM(Hons) – Bachelor of Tourism Management with Honours

MTM – Master of Tourism Management

PhD in Tourism Management

Newsletter Editor: Dr. Adam Weaver

