

## Newsletter

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

No. XXV June 2013

### Dear friends and colleagues

Our latest Tourism Management Group newsletter features some of our overseas conferences, graduation, renewal of our UNWTO TedQual Accreditation, the VBS Excellence Awards and recent changes in the Directorship of the Bachelor of Tourism Management.

We wish you a pleasant read.

The Tourism Management Group

### VBS Excellence Awards for Nyasha Musarurwa and Tahirih McLaren-Brown

Commerce graduates, their friends and family, staff, and sponsors gathered in Rutherford House last week for the inaugural Victoria Business School Excellence Awards. The Awards were introduced to acknowledge and celebrate the achievements of top Business School graduates. A total of 45 Awards were presented to students in Accounting, Commercial Law, Economics, Finance, Management, Human Resource Management and Industrial Relations, Tourism Management, Marketing, International Business, e-Commerce and Information Systems, and Public Policy. Congratulations to Nyasha and Tahirih on their exceptional performance in their tourism management degrees!



Victoria Business School students from undergraduate to PhD level received Excellence awards.

### Inside this VicTOUR:

<i>VBS Excellence Awards</i>	1
<i>Professorial Lectures</i>	2
<i>Dr Christian Schott receives Best Paper Award</i>	2
<i>Dr Ian Yeoman keynoting: It's more Fun in the Philippines</i>	3
<i>New BTM Directors Named</i>	3
<i>UNWTO TedQual Accreditation renewed</i>	3
<i>Graduation May 2013</i>	4
<i>Dr Ian Yeoman graduates too</i>	4
<i>Aloha from Hawai'i</i>	5-6
<i>Robot Referees, Au Pairs and the Future of Xmas</i>	7
<i>Scholarship Opportunity</i>	7
<i>MTM student fundraises for community education in Tanzania</i>	7
<i>Our contact details</i>	7

## Tourism Future Lectures: Food and Music

Associate Professor Ian Yeoman appeared in two lectures on the future of tourism at Stenden University of Applied Science in Leeuwarden where Ian is a Visiting Professor and Lector of Tourism Futures. The first lecture “**The Future of Music Festivals**” demonstrated how a digital society is changing the consumption of experiences. Factors included mobile living, smart boredom, culture of immediacy, networked society and gaming culture. The lecture can be viewed at

<http://www.youtube.com/watch?v=u5eK32Hhv5s>



The second lecture was titled “**The Future of Hotels, Food and Nearly Everything Else**”. In this lecture Ian based his arguments on the trends in society related to food and hotels. By 2030, for example Dutch men will be swapping the football for culinary skills as Gordon Ramsay becomes the new male icon. Why? Upwardly mobile men, aged 25-44 are becoming passionate about food and the rewards it brings – pleasure, praise and love. Reconfigured furniture powered by claytronics will change the design of hotel bedrooms. In the second part of the presentation, Ian used the science fiction film ‘Soylent Green’ as an example of food development and its implications when it comes to overpopulation, health and wealth. The lecture can be viewed at

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

## Dr Christian Schott awarded TTRA Europe Best Paper

At the TTRA Europe conference in Dublin, Dr Christian Schott was awarded best paper for his research on Antipodeans in Europe. His paper entitled ‘Antipodeans in Europe: Long distance, long stay youth mobility’ is part of a larger project Christian is working on, which examines the Kiwi ritual of the OE and the equivalent Aussie practice in the context of youth mobility.



Dining Hall lunches fit well with the conference focus on education as they reminded us of the student experience, but distinctively Oxford style

Earlier in April Christian co-organised the TEFI7 Conference on the theme ‘Tourism Education for Global Citizenship: Educating for lives of consequence’ along with Pauline Sheldon, Dianne Dredge, Dan Fesenmaier and Roberto Daniele. The conference, which was held at

Worcester College in Oxford, was a resounding success according to the 60 participants from four continents. At the end of the inspiring and energetic conference five action groups emerged each with a framework for action for the coming year. As a result of the excellent thought bubbles and full papers presented at TEFI7 a special issue on Tourism Education for Global Citizenship will be published in April 2014 in the Journal of Teaching in Travel and Tourism, co-edited by Christian Schott, Kellee Caton and Roberto Daniele. For more information about TEFI and the TEFI conferences please visit:

<http://www.tourismeducationfutures.org/>



On a rare occasion the title of tallest presenter escaped Christian; it went to fellow German Ulf Sonntag

## **Dr Ian Yeoman keynoting at MICE conference: It's More Fun in the Philippines**

"Imagining the Future of Travel" was the basis of Dr Ian Yeoman's keynote at [www.micecon.net](http://www.micecon.net), the Philippines MICE conference in the city of Davao on 7 March 2013.

The lecture was a synopsis of the future directions of travel and tourism, the powerful forces that are driving and shaping the industry and new insights on how to get ready once it happens.

Over 600 delegates heard Ian's address based upon his book "2050: Tomorrows Tourism". The conference is the Philippines major tourism event with President Aquino attending the conference and signing into law new legislation.



## **New BTM Directors Named**

In March of 2013 Dr Adam Weaver became Deputy Head of School for the School of Management at VUW. This appointment means that Adam will no longer be Director of the Bachelor of Tourism Management (BTM) as of mid June of this year. Adam reports that he will miss this role – in particular, providing advice and guidance to current BTM students – but he is looking forward to the challenges ahead in his new position. Some of the tasks he is currently performing are extensions of activities he undertook as a programme director.

Our sincere thanks to Adam for his services as the BTM Director; we wish him all the best in his new role.

Adam has been Director of the BTM since 2008 and succeeded Dr Bob Garnham as programme director upon his retirement. Dr Karen Smith will be the Director of the BTM until 2014 whereupon she will be succeeded by Dr Julia Albrecht. Both Karen and Julia will be exemplary programme directors who will no doubt ably support the needs of current students and colleagues.

Should you have queries about the BTM – or know someone who might be interested in the programme – do not hesitate to contact Karen Smith ([karen.smith@vuw.ac.nz](mailto:karen.smith@vuw.ac.nz)) for further information.

## **UNWTO TedQual Accreditation renewed**

Following the external audit last year of our degrees, the BTM, BTM(Hons) and MTM were re-accredited by the UNWTO TedQual Programme for a further four years, and the PhD in Tourism Management was accredited for the first time. Victoria now has its full suite of tourism management programmes accredited by the World Tourism Organization and is one of only four universities worldwide with TedQual accreditation for a PhD in Tourism Management.

The degrees were positively evaluated for our industry connections, curriculum structure, the strength of our research, the high quality student supervision and programme administration.

Professor Doug Pearce said "We are very pleased that the continuing emphasis we put on developing and delivering our programmes has been recognized in this way. TedQual accreditation means our students, alumni and employers can be assured of the international quality of Victoria's Tourism Management qualifications."



# VicTOUR

## **Congratulations to all tourism management graduates**

Chloe Robinson and Nina Wetzell graduated with their Bachelor of Tourism Management with Honours. Well done, and all the best for your future lives and careers!

The following students graduated with the degree of Bachelor of Tourism Management during the graduation ceremony on 14 May: Tinei Alefosio, Hannah Allen, Jaimee Allerby, Debra Anderson, Hannah Angus, Mark Arnold, Daphne Benton, Drew Bibby, Hayden Blucher, Joey Cheung, Emily Cowell, Brianna Crosland, Ashleigh Dennis, Damian Hall, Rebecca Hewitt, Hayden Holloway, Adrian Innes, Emma Jobbitt, Soterios Katsougiannis, Ashton Kelly, Heloise Kerr-Newell, Anneka Kilmore, Katerina Kupenga, Aimee Law, Boram Lee, Cheuk Him Lee, Leole Malama, Kristyn Maxwell, Tahirih McLaren-Brown, Dizette Mercado, Mitchell Murcott, Emma-Jayne O'Neale, Stephanie Pemberton, Myah Preston, Philippa Procter, Reena Ravji, Adam Robieson, Ronica Samang, Longxia Sun, Tina Tam, Jessica Taylor, Isabel Thomson and Zane Williams.

Congratulations also to all those who could not attend graduation in person. If you wish to remain in touch, join our tourism management alumni group. Contact [christian.schott@vuw.ac.nz](mailto:christian.schott@vuw.ac.nz) to find out more.



Emily Cowell, Kristyn Maxwell and Jessica Taylor at the graduation address on Civic Square



Tinei Alefosio, Leole Malama, Dr Adam Weaver, Katerina Kupenga, Jessica Taylor, Kristyn Maxwell and Emily Cowell



Debra Anderson, Zane Williams and Joey Cheung before the start of the graduation ceremony in the Michael Fowler Center



## **Dr Ian Yeoman graduates too**

Ian attended the Faculty of Humanities and Social Sciences graduation to collect his Postgraduate Certificate in Higher Education Learning and Teaching.

# VicTOUR

## Aloha from Hawai'i

Aloha, my name is Courtney Coughlan and I am studying Honours in Tourism Management at VUW. At the end of 2011, I decided to apply to do an exchange in 2012 through the Vic OE team after one of their speakers came and spoke to us during a lecture. I thought about how much the exchange would cost, and whether my parents would be willing to help me out – this was what helped me choose where to go. My parents went to Hawai'i about 6 years ago on their first holiday by themselves and absolutely fell in LOVE with the place – I was still hearing about it weekly from my Dad! So I thought, if I was going to ask for their help emotionally and financially (mostly financially) to go study abroad, what better place than Hawai'i. But of course the sun, sea and palm trees helped make my mind up also. I was lucky enough to be offered a place at the University of Hawai'i at Manoa for the Fall semester of 2012.

I could write pages and pages about what I got up to while there so this is a somewhat limited version of things I did, saw and experienced (however, I did keep a blog while there so if you are interested, here it is: <http://courtneyjaynec.tumblr.com>. It starts at the last page).



Courtney enjoying her trimester abroad



Proof that Courtney did indeed study!

With five days free from school a week, I managed to soak up a lot of sunshine hours. Being only a 15min bus ride from Waikiki beach, and having a free bus ride on my student ID (take note VUW!), I spent a lot of my time down there. I also managed to visit the neighbouring islands of Maui (a friend from home came to visit me and we went there for a long weekend), The Big Island, and Kauai (twice). I also popped over to Los Angeles for a 5 day weekend visiting a friend from Wellington where I experienced a proper frat house, going to a football game with a frat (free beer and food!) and all the sight-seeing places of LA.

**(Continued on next page)**

The most exciting part of my exchange before heading off was the chance to experience a real American “college” (University for all us Kiwis). I had high expectations of crazy frat parties, football games, red cups, and cheerleading. I was not disappointed. While Hawaii has a limited college life compared to mainland America, red cups really are drunk out of all the time at parties, cheerleading IS a huge deal, and the frat houses really are disgusting. I managed to work my timetable well, and only had two days of classes a week. One class I absolutely loved, Club Management, involved only two in classroom lectures the whole semester, while every week on a Tuesday night we visited a different Country Club around the islands. To gain an insight into this extravagant lifestyle was something I will treasure for the rest of my life.

# VicTOUR

*(Continued from previous page)*

I'll have to keep my highlights short.

Getting to see famous movie locations: A whole range of movies and TV shows have been filmed in Hawai'i; from Lost, The Descendants, Hawaii Five-O (of course), and Jurassic Park. I managed to find the house from The Descendants (as well as the beach that George Clooney runs along!) and the restaurant from 50 First Dates. I also got to see the café set from Friends in LA, and the set of the Big Bang Theory.

Thanksgiving and Halloween: Of course these two events are pretty big in the states, and I was really looking forward to experiencing them both! Halloween was spent dressed up, drinking and hanging out before heading into town and walking the streets seeing everyone's costumes. Oh and I got to carve a pumpkin! As well as trying pumpkin pie for the first time (delish). I spent Thanksgiving with 7 friends in a condo in Kauai. With only one American among us, we still managed to cook the most amazing Thanksgiving dinner. My new favourite dish is sweet potato pie with marshmallows melted on top.

North Shore: The North Shore of Hawai'i is a very popular place – it is the most famous surfing spot in the world with the Banzai pipeline. I managed to get up there about 5 times (45min drive from Waikiki) and it's still amazing. We saw Kelly Slater surfing, saw some HUGE turtles, and it's just a lot different to the city (in a good way).

Food and alcohol: Hawai'i has a huge Japanese culture with a number of Japanese restaurants around. We had one favourite in particular where you cooked your own meat on a mini bbq in front of you, and I also got to try famous places such as Denny's and The Cheesecake Factory. One of my favourite meals was known as a 'plate lunch' – simply a choice of meats, rice, and pasta or green salad. I'm not quite sure why I liked it as much as I did, probably because you knew it was going to be GOOD no matter where you got it from. Alcohol is ridiculously cheap in America, with a 1.5 litre bottle of vodka costing \$14 USD (around \$18 NZD). I made the poor decision of buying in duty free before getting there and realizing I wasted my money! Oh and a special mention of a cocktail I fell in love with; lava flows Pina Colodas but with a splash of strawberry. YUM!



Meeting the locals



Having a New Zealand meat pie: My friends managed to find a shop selling these; it's true – you don't miss something until you can't have it! I even forked out the ridiculous \$7 USD for one...

Nearly getting on the Ellen Show in LA: Very long story but I got pretty close to being in the audience for the Ellen show. Had to make do with being in the room over, while being able to hear everything going on and watching it on monitors.

Overall, it was the most AMAZING thing I have ever done, I miss Hawai'i so much (especially now as it's starting to get very cold again) and I have plans to move back there at the start of next year to work for a year. I want to say a huge thank-you to the Vic OE team for giving me the opportunity to do this as well as my parents for helping me out too.

Aloha (it means goodbye as well).



## Robot Referees, Au Pairs and the Future of Xmas

An adventure begins with 14 boxes, a bicycle and a cat, then journeys through cyborgs, Amsterdam's sex industry, the Rugby World Cup in 2051 and picking up a wife along the way. Dr Ian Yeoman was profiled in the March issue of *Fishhead* about life in New Zealand, his latest book *2050: Tomorrows Tourism* and the science (or art) of futurology.

[http://www.tomorrowstourist.com/pdf/RobotReferees AuPairs and Xmas.pdf](http://www.tomorrowstourist.com/pdf/RobotRefereesAuPairsandXmas.pdf)

## Scholarship Opportunity

The tourism management group is offering one Master of Tourism Management thesis scholarship under the supervision of Dr Ian Yeoman. The topic can include any aspect relating to the future of tourism in New Zealand. The scholarship covers fees up to NZ\$ 7,000 and a living allowance of NZ\$ 15,000.

For further details please contact Ian on [ian.yeoman@vuw.ac.nz](mailto:ian.yeoman@vuw.ac.nz)



## MTM student fundraises for community conservation education in Tanzania

MTM student Elisante Ombeni successfully raised NZ\$ 655 towards the purchase of an image projector. This equipment will help him with the conservation education work he does in Tanzanian communities.

The fundraising event featuring Tanzanian food as well as information about local culture was attended by about 15 people. It was collaboratively organised by Elisante himself, Victoria International and NZAID.

The photo shows from left to right: Carine Stewart, Student Recruitment Programmes, MTM student Elisante Ombeni, Julia Harrison, International Services Manager with Victoria International and Linsell Richards, Senior Coordinator New Zealand Aid Programme.

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

Contact:  
Dr Karen Smith, [karen.smith@vuw.ac.nz](mailto:karen.smith@vuw.ac.nz) or (0064) 4 463 5721  
Tourism Management, School of Management  
Victoria University of Wellington  
P.O. Box 600  
Wellington  
Tel: +64 4 463 5720  
email: [tourism@vuw.ac.nz](mailto: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