

Newsletter

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

No. XXII May 2012

This Tourism Management Group newsletter reports on current activities and achievements of us, our students and alumni. Among other things, it features the May 2012 graduation, an upcoming book launch event to which you are cordially invited, and staff and student involvement with Positively Wellington Tourism's City Ambassador scheme.

The Tourism Management Group

Congratulations to our graduates!

Congratulations to 28 former students who graduated with their Bachelors of Tourism Management on the 16th of May 2012. We wish Laura Bertelsen, Adrienne Bolton, Laura Brown, Kirsty Canning, Lin Deng, Ashleigh Edmundson, Lucy Fitzpatrick, Sarah Halliday, Alex Handley, Reece Hinton, Sally Houghton, Ria Hudson, Robert Hunter, Disha Jolly, Liwen Li, Kimberly Lynch, Andrew Mills, William Montague, Sinead Montgomery, Liz Moore, Hansel Ng, Jonathan O'Kane, Kate Pepper, Courtney Roberts, Odelia Schmidt, Jefferey Schuster, Kaye Snelgrove, Trisha White and those that could not attend graduation in person all the best for their careers and future lives. The photo shows Dr Adam Weaver and BTM graduate Andrew Mills who has recently taken up a position with a boutique spa hotel in Queenstown. More photos of this year's graduation are on page 9.



Goodbye and thanks to Gill Higgins

Gill has been a tremendous help with administrative tasks over the last few months – many thanks from all of us and all the best in your dream job!

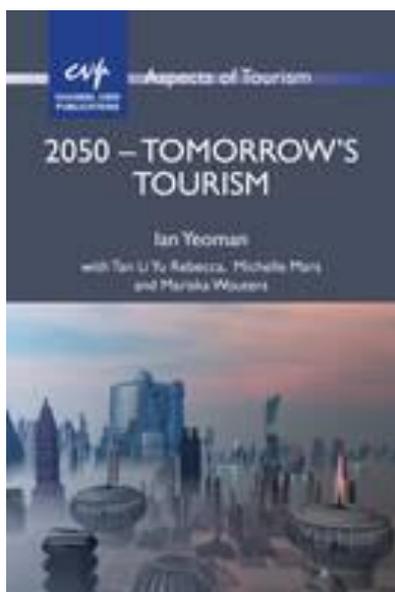
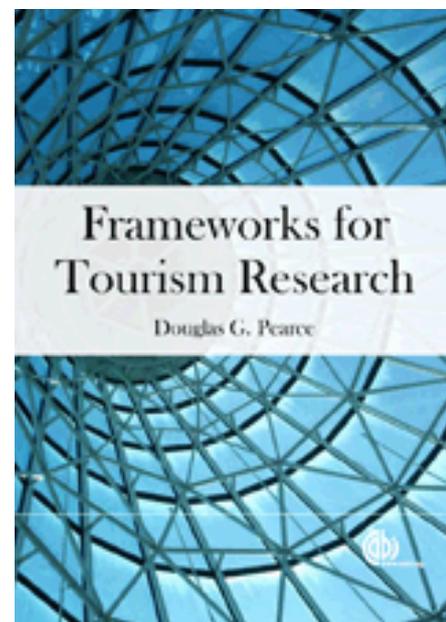
Inside this VicTOUR:

<i>Congratulations graduates!</i>	1
<i>Book launch 3 August 2012</i>	2
<i>Welcome Dr Laura Vici</i>	2
<i>Applying for the BTM</i>	3
<i>Adam Ransfield, BTM Alumni</i>	3
<i>Scenario Planning – A field guide</i>	4
<i>The Future of Music Festivals</i>	4
<i>The Year 2050</i>	4
<i>Ian's Oscar winning performance</i>	4
<i>Digital revolution</i>	5
<i>Fiji community linkages</i>	5
<i>Student-staff consultation group meeting</i>	6
<i>A Kiwi in an Aussie office</i>	6
<i>Summer and Cruising</i>	7
<i>Natalie Wolf's graduation address</i>	8
<i>Graduation May 2012</i>	9
<i>Laura Freeman: Bula from Fiji</i>	10
<i>Thanks to our guest speakers</i>	11
<i>Job and internship news</i>	12
<i>Alumni network contact details</i>	12

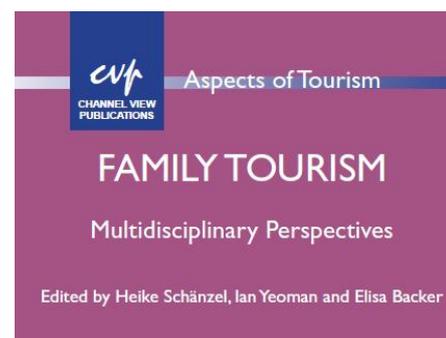
Book Launches: Frameworks, Futures and Families

Three new titles will shortly be published by tourism academics at Victoria University of Wellington. Please join us for the book launch, discussion and social gathering on the 3rd August.

'Frameworks for Tourism Research' by Prof Doug Pearce provides the first comprehensive and systematic review and critique of frameworks for tourism research. Frameworks are the foundation of good scholarship. In this book Doug covers a wide range of theoretical, conceptual, analytical and integrative frameworks and shows how the selection and use of particular frameworks shapes both individual studies and the broader field of tourism research.



Dr Ian Yeoman's futures book '2050: Tomorrow's Tourism' paints a picture of the tomorrow predicting that 4.7 billion people will take an international holiday in 2050. But can humankind meet that forecast given the issues of ageing populations, peak oil, the global financial crisis and climate change? This book constructs scenarios from Shanghai to Edinburgh, Seoul to California encompassing complex topics such as sex tourism, new technologies, climate change, food tourism, urbanization and transport. This is a blue skies thinking book about the future of tourism and a thought-provoking analytical commentary.



'Family Tourism' is the title of Dr Heike Schänzel's new book co-edited with Drs Ian Yeoman and Elisa Backer (University of Ballarat, Australia). Heike completed her PhD studies at Victoria University of Wellington and was a teaching and research fellow within the tourism group until her appointment at Auckland University of Technology in 2011. This cutting-edge book constructs a multidisciplinary perspective on family tourism by discussing various types of families; how parents and children influence travel behaviours now and in the future and how family holidays may also be linked to stress.



If you would like to join us on Friday 3rd August @4pm Rutherford House. Please RSVP tourism@vuw.ac.nz



A warm welcome to Dr Laura Vici

Laura visits from the Faculty of Economics, University of Bologna in Italy. Her research interests are in the area of tourism economics, and cultural and education economics. Laura's current research is concerned with modelling tourists' choice process and the impacts of tourism on economic growth. Other areas of interest include the impact of copyright, open source and other intellectual property rights on individual behaviours and choice process. Laura and Dr Mondher Sahli will be working on research projects on inbound tourism and economic growth and the effect of immigrants on tourism exports in the NZ economy. Laura will be visiting the tourism management group till June.

Applying for the Bachelor of Tourism Management in 2013

Recruiting new students for the Bachelor of Tourism Management (BTM) for 2013 has already begun in earnest. The Wellington Information Evening at the Kelburn Campus on May 8 was extremely popular and well attended. There were over 800 students in attendance and two groups of students filled Maclaurin Lecture Theatre 2 beyond capacity in order to hear Adam speak about the Faculty of Commerce and the BTM. Information about the BTM will be featured in the university's upcoming regional recruitment events around the country. These events will be taking place in New Plymouth (June 6), Nelson (June 19), Tauranga (June 26), Hawke's Bay (July 25), Auckland (July 26), and Christchurch (August 1). If you are based in one of these centres, please consult your local newspaper for information about the venue and start time. Should you know of someone interested in the BTM, or require further information for yourself, please contact Adam Weaver (adam.weaver@vuw.ac.nz) for further details and a brochure.

*Ko Adam taku ingoa
Ko Tainui me Mataatua oku waka
Ko Putauaki ko Tararua me Paripapau nga maunga
Ko Waikawa Taku awa
Ko Ngati Raukawa ko Ngai Tai me Ngati Awa oku Iwi
Ko Ngati Wehiwehi taku hapu
Ko Ngati Wehiwehi taku marae
Ko Patiharuru te wharekai
Ko Pekapeka raua ko Whakahoro nga whenua
Ko tetuahu ko Rangiatia*



Kia Ora, my name is Adam Ransfield and I graduated from Victoria University in 2005 with a Bachelor of Tourism Management. Following graduation, I was accepted onto the Government's Japan Exchange and Teaching (JET) Programme as an Assistant Language Teacher in rural Japan. My wife and I packed up our lives in a suitcase and moved to the land of the rising sun.

In my role I was responsible for developing and teaching a curriculum for Elementary and junior-high school students. My responsibilities also involved representing New Zealand as a cultural ambassador in the local community and organising events to support internationalisation. This included a charity concert, organising cultural festivals, English camps and participating in a Japan-wide Touch Rugby Tournament. I also had to show off my haka skills about 250 times! I didn't realise how popular the haka is in Japan.

My time in Japan was a rewarding experience and I made many lifelong friends who I keep in regular contact with. I also caught the travel bug and visited many parts of Asia participating in free and independent travel. To any recent or soon to be graduates who are considering teaching overseas, I would definitely recommend the JET programme and Japan as an option. The cross communication skills you learn are priceless and are highly valued by prospective employers.

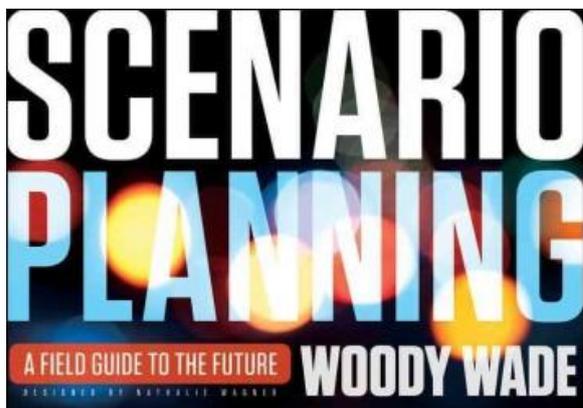
Since returning to New Zealand, I have been working at the Wellington Institute of Technology (WeITec) as a Tourism Lecturer. This is a very rewarding role where I have the ability to assist in shaping my students futures. I have recently completed the Certificate in Adult Literacy and Numeracy, which has been very beneficial in giving me ideas of how to embed literacy and numeracy in to my lesson plans. The knowledge and skills that I acquired during my studies at Victoria University has helped me immensely in my teaching. My current role has enabled me to draw on and combine my two passions – Travel and Teaching. Looking forward in my career, there will be opportunities to up skill in post graduate study and research.

From the Futures front

Scenario Planning:

A Field Guide to the Future

Dr Ian Yeoman's research has been profiled in a new book about scenario planning and strategy. The book, 'Scenario Planning: A Field Guide to the Future' by Woody Wade highlights how VisitScotland used scenarios to examine the impact of war in Iraq and the organisations response to climate change. Further, Ian is interviewed about his thoughts on how organisations can use scenario planning to create a strategic conversation with stakeholders and the advantages of such a methodology.



The Year 2050

What will New Zealand, tourism and everything else look like in the year 2050? Dr Ian Yeoman illustrated the changes that are (un)likely to occur in the future at the annual meeting of Hamilton and Waikato Regional Tourism Organisation on the 18th April. Ian's presentation focused on four future scenarios including, New Zealand as an *Eco Paradise* to *Manaakitanga*. The scenarios drew out profiles of the future tourist capturing the different dimensional trends of luxury, singletons, health, families, individualism and technology.

For a copy of the presentation click [here](#)

The Future of Music Festivals: Gaming, Mobile Phones and Play

Festivals are without doubt an important sphere of the experience economy, at the same time technology advancement has changed consumer behaviour to the point that consumers are no longer bored, as they play whether they are waiting in a queue or students supposedly listening to a lecture. Tweeting, tagging and posting are mainstream words in the English language as consumers update profiles and tell their friends in real time. Nyasha Musarurwa, a 3rd Year Bachelor of Tourism Management student and summer scholarship winner has been working with Drs Yeoman and Smith on a scenario based research paper extrapolating the future. The paper, discusses eleven quantum leaping technologies that could radically enhance the play – technology paradigm for music festival goers. The term quantum leaping technologies are used given the pace of change in the personal technology sphere. These technologies range from cerebral networks where music festival goers could see, hear, smell and feel the experience through artificial neurons, to the future of clothing made up of microprocessors and LEDs to create smart textiles which enhance the feel of the festival, to digital tattoos which allow music festival goers to record their experiences.

The research is to be presented at Ulster University's Event Management conference on the 22nd June.

Ian 's Oscar winning performance

Dr Ian Yeoman made his international acting debut for Positively Wellington Tourism in the 'Capital of Absolutely Everything'. Ian's research confirmed that Wellington is a now the sunshine capital of New Zealand and the new Garden City.



See Ian's potential Oscar winning performance on You Tube.

http://www.youtube.com/watch?v=tBmAsJmiwY&feature=player_embedded

PS: Did we mention this happened on April 1st?

From the Futures front (continued)

Digital Revolution

As we write, Facebook claims to house more than 900 million objects with which its 800+ million users can interact. YouTube, meanwhile, reports that 48 hours of video content are uploaded to its site each minute. We can watch live television online. We can play games against opponents on the other side of the world. We can locate, with ever sharpening accuracy, the best deals or offers or answers to our questions. We can, simply put, use technology to *enrich* so many of our day-to-day pursuits. And as the rise of “cloud computing” has allowed information to be stored and processed remotely, so mobile phones and tablets have moved to the fore of this *Digital Revolution*.

As a consequence, consumer demand has changed business models. Today's consumers live in an immediacy culture, never switch off, are interactive and are never bored. The exchange of data between user and business redefines webmetrics and segmentation models. As a consequence, the internet saved the Swiss sock industry

<http://www.netgranny.ch> and redefined the marketing campaigns in tourism as interactive experiences www.haru2010.com.

Dr Ian Yeoman of Victoria Business School recently presented his thoughts on the changing consumer to an audience of business leaders at the Commerce Commission conference on the future of broadband in New Zealand.

For a brief overview of Ian's presentation see

<http://www.r2.co.nz/20120220/ian-y.htm>

Virtual Visit leads to real linkages with Fijian Community

After going on a virtual fieldtrip to a remote Fijian island as part of the 200 level-paper 'Managing Visitor Impacts' coordinated by Dr Christian Schott, Brianna Crosland was inspired to develop real linkages with the island's community. While conducting Sustainable Tourism fieldwork on the virtual island (top photo), which was designed to represent the Fijian island and its community as authentically as possible, Brianna learned about the harmonious and largely self-sufficient way of life on the island as well as about the community's aspirations.



A wish expressed by many community members is to have a village library because the closest library is at the local primary school which is a 1.5 hours walk down the island.

Learning about this wish and the children's difficulty in accessing books Brianna organised a book collection around Wellington to start a village library in the community's hall. She collected more than 10 boxes of books suiting a range of readers from babies through to secondary school children and adults (below). The boxes are currently on their way to the island and the community is looking forward to their arrival.

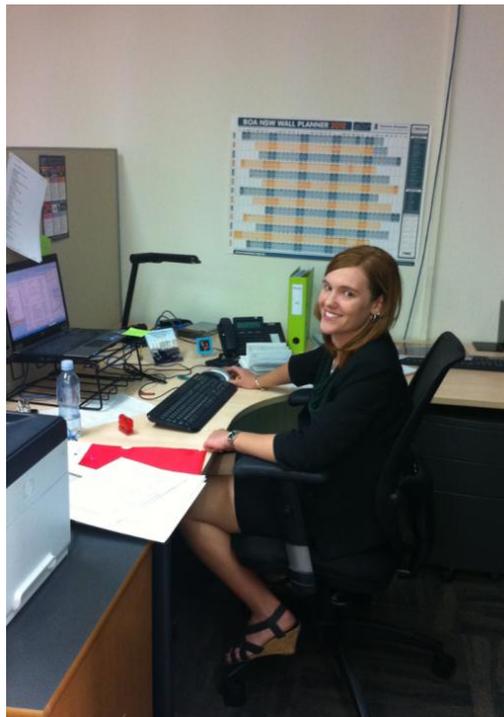


Student-staff consultation group meeting 17 May 2012

The tourism management group's student-staff consultation group met on Thursday 17 May. This group is made up of the VUWSA representatives in our tourism management courses, postgraduate representatives as well as Dr Adam Weaver and Dr Julia Albrecht as staff representatives.

Topics discussed at the meeting included students' understanding of the degree structures of the BTM and BTM Hons and the student experience. Feedback from this group is shared with Professor Doug Pearce and Adrienne McGovern-Wilson (Manager, Student and Academic Services, Faculty of Commerce). The minutes from the meeting were prepared by Gill Higgins and will be shared with tourism management students via course Blackboard sites.

Adam and Julia thank the meeting participants for their time and valuable input. Thanks also to students who provided input via the respective course representatives.



I did a variety of jobs, including preparation of media releases, electronic newsletters and website content, designing flyers/posters and collecting RSVP's for upcoming events, just to name a few. I also got to attend the council's Annual General Meeting in which I helped set up and organise. Even though they are mainly administration based, these sorts of tasks really gave me an eye opener into just how complex and diverse the tourism industry really is. There were a number of tourism organisations working on our floor – one of them being National Tourism Alliance (putting it in a New Zealand context – they operate at a similar level to TIANZ). As well as working for the Tourism Industry Council, I had a 'behind the scenes' role in organising the Qantas Australian Tourism Awards.

During my first week, one of my jobs was to edit the speeches about the winning tourism organisations for the website and the night's script (which meant I knew who all the winners were well in advance of the event). As well as this, I edited the programme and MC script for the event, I was in charge of collecting RSVP's from the judges, sponsors and VIP guests, and I wrote an article about some of the finalists for the tourism magazine 'Holidays With Kids'. Looking back, I truly value what I learnt about this aspect of tourism management as I am able to connect the things I am learning in lectures now with what I learnt in application over there.

Overall it was definitely a fantastic experience and one I will take with me for a long time. Even though the internship was unpaid, the experience and knowledge that I gained was invaluable. I would highly recommend seeking an internship, even if it is unpaid, not only to enhance your CV, but because it really assists your learning while at university. As I said earlier, I am able to relate what I am learning now to things that I did while in Australia. My biggest piece of advice is don't think twice – if the opportunity arises, go for it. The experience is well worth it.

A Kiwi in an Aussie Office.

I completed a six week full-time internship as the Membership Services Assistant in the Tourism Industry Council New South Wales over the summer break. They are a membership based organisation who aim to provide a voice for the tourism SME's from all around New South Wales. There are four levels of tourism in Australia – local, regional, state, and national. I was working in the tourism industry at a state level.



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VicTOUR

Summer (and) cruising

We all know when a cruise ship is in town by the tourists heading up the cable car and thronging Lambton Quay. This summer you may have also spotted Wellington City Ambassadors helping out around town. The Wellington City Ambassadors are a volunteer programme set up by Positively Wellington Tourism and the i-SITE to welcome cruise passengers to Wellington and our tourism staff, students and graduates have all been involved.

Lauren Campbell is one BTM student who volunteered: "It has been interesting working as Wellington City Ambassador as a tourism student as you can see some of the things we learned in the classroom happening in real life. It was so much fun I just really enjoyed talking to so many people from so many different countries."

Laura Brown completed her BTM in 2011 and is now Operations Coordinator with John's Hop On Hop Off City Tour. The volunteering has helped with her paid job: "it has given me a better understanding of the industry – highlighting the different parts of the industry and how they work (cruise ships, RTOs, small businesses)".

Senior Lecturer Karen Smith is no stranger to tourism volunteering, but usually she's researching it rather than doing it herself. "I first got involved in an advisory capacity as I have done research on similar volunteer programmes in Australia. But I was so impressed with the effort being put into the programme by the i-SITE and PWT, I decided to get involved as a volunteer myself."

Wellington i-SITE Manager Selena Murray says "It has been great having tourism students involved because it brought a whole new dimension to the programme. It's been such a successful first year because we had a great and diverse team from all walks of life that shared one common belief that Wellington is "the coolest little capital in the world" and wanted to share that with the thousands of cruise passengers that visit over the cruise season."



The image shows Jo Heaton, International Marketing Manager, Positively Wellington Tourism; Laura Brown, BTM graduate and Operations Coordinator, John's Hop On Hop Off City Tour; Dr Karen Smith; Celia Wade-Brown, Mayor Wellington City Council; and Lauren Campbell, BTM student at the volunteers' end of season function on 30 April 2012 in the Wellington Museum City and Sea



The group of volunteers at their end of season function on 30 April 2012 in the Wellington Museum City and Sea

VicTOUR

Summer (and) cruising (continued)

And the highlights?

Lauren: "Working on The World as I had never been on board a cruise ship before and had heard about it in a tourism class, and was amazing seeing the extremely high level of customer service they provided on board."

Laura: "We got to visit some Wellington attractions – it was great to have functions/get-togethers and check out the sights at the same time. I got to pat a cheetah!!!"

Karen: "Being back on the frontline of customer service, meeting and working with the other volunteers and getting an insight into cruise tourism in Wellington."



There were some early starts and occasional bad weather days but would they volunteer again? Yes! Lauren says "I would definitely recommend this to other students as it not only gives you some work experience to put on your C.V. but is also heaps of fun!" and Laura: "It's a great way to get experience – it was fun, not too much of a time commitment, work experience, tourism experience and a great way to get into volunteering. I found it to be a great way to finish my tourism degree because I could see various aspects/topics discussed in lectures being applied in a real-life context".

For more information about volunteering opportunities, check out Victoria University's Career Hub: <http://careerhub.vuw.ac.nz> or <http://www.volunteernow.org.nz/>

Graduation special

Addendum to the December 2011 graduation

Graduating with her BTM in December 2011 held a special treat for Natalie Wolf as well as for the audience in the Michael Fowler Centre. Natalie had been selected to deliver the graduation address on behalf of the students. In her speech, she recollected her 4-year journey as a BTM student from the perspectives of family, friends, lecturers as well as her own views.

Today, Natalie is a Master of Tourism Management Student with the School of Management. She will shortly embark on a data collection trip to Europe as her research addresses spa tourism in Germany.



BTM graduate Natalie Wolf with Ian McKinnon, Chancellor of Victoria University

VicTOUR

Graduation special

May 2012 graduation

(continued from title page)

This year's graduation was Victoria University's largest ever. Among the 2,128 graduants were 28 former BTM students. The pictures on this page have been taken at the reception following the graduation ceremony in the Michael Fowler Centre.



Dr Karen Smith, BTM graduate Kate Pepper and Dr Adam Weaver



BTM graduates Sinead Montgomery, Ria Hudson and Dr Karen Smith



Dr Karen Smith, BTM graduate Laura Brown and Dr Adam Weaver



BTM graduates Liz Moore, Kirsty Canning, Ria Hudson, Sinead Montgomery, Dr Karen Smith and Dr Julia Albrecht

VicTOUR

Bula from Fiji!

My name is Laura Freeman and I am a fourth year student at Victoria University of Wellington studying the Bachelor of Tourism Management and Bachelor of Arts majoring in Spanish and Development Studies.

It dawned on me half way through last year that there was no reason why I shouldn't apply to go on an exchange for my last year of study. For me it made sense to go to somewhere which was relevant to my study interests (bar Spanish) and therefore within minutes I had decided I would go on an exchange to the University of The South Pacific in Suva, Fiji. I picked this country as I am passionate about tourism on small island states and the large role it plays in the development of the country... and right now I tell you I could not have picked a better place to be!

I have now been here since February but time is flying by because I have been busy having so much fun! I have made lots of new friends who are a mixture of internationals and all those twelve member countries of the university as well as two kiwis all the way from my hometown of Christchurch! I have been involved with various activities that the University offers here including the USP Islanders Paddling Club which has given me the chance to make the most of the beautiful ocean environment that surrounds the mainland as well as represent the University that is hosting me so well.



Me with my host sister Mai in Lutu Village, Naitasiri



My tourism class and I on our fieldtrip to Sonaisali Resort. I am to the bottom right with the flower in my hair.

One of my courses I am taking this semester is 'Tourism in Less Developed Countries' with David Harrison. It is a great course which has brought up a lot of key issues which I am able to relate directly to the experiences I have had since my arrival i.e. through fieldtrips to resorts and also to local villages who are involved with the tourism industry. One particular event that has happened recently (in April), as you may well know, was the floods which hit the West of Viti Levu. This caused much devastation to the tourism industry but more importantly to the people who live in those areas, not only their homes and belongings but also their jobs which were affected as tourist embargos and media significantly affected tourist numbers. This natural disaster made me realise a lot about the importance of tourism for the island and how it directly affects the people who live here.

From my experiences so far I cannot stress enough the importance of study abroad for tourism management students as there is nothing better than being a tourist yourself. I really am loving life here on the island and even now am unsure how I will feel when the time comes to leave and return home to New Zealand. For now I am just making the most of the friendly people, rich mix of cultures, nice warm weather oh and least I forget the kava!

Warm regards, Laura Freeman

PS If you want to contact me please drop me an email at laurafreeman@windowslive.com

VicTOUR

Many thanks to our guest speakers

Guest speakers significantly contribute to the quality of our courses and provide our students with industry perspectives. Insights from practitioners in the tourism industry are invaluable for our students and we are grateful for the high-quality and engaging contributions of the following individuals:

Paul Yeo,
Tourism New Zealand

Ann-Marie Johnston,
Tourism Industry Association

Philip Best,
Te Kawa a Māui and Maori Business

Matu Stevens,
Kaiarahi at Te Herenga Waka Marae

Chris Barber,
Nature Coast Enterprise

John Dunn,
Ministry of Economic Development

Richard Fewtrell,
ZEALANDIA

Judy Chen, Akash Sood, Cindy Newport ,
Hotel Grand Chancellor

Paul Retimanu,
KPR Catering, Wharewaka

Steve Owen,
Te Papa

Steve Riley,
Industry & Data Analyst, TIANZ

Cathy Knowsley,
Wellington City Council

Chris Sperring,
General Manager YHA Wellington

Lisa Gebbels,
Business Development Manager Wellington YHA

Dr Christina Mackay,
Victoria University, School of Architecture

Malcolm Macfarlane,
NZ Government representative, Lecturer on Antarctic Cruise Ships

Marie Cocker,
Te Kawa a Māui

Jo Greenman and Matt Sidaway,
Department of Conservation Rangers

Joany Grima,
Lecturer, Weltec

Tiana Rakete,
New Zealand Event Marketing, Positively Wellington Tourism

Alana Keith,
Director, Scarlet Events

John McKinney,
Seal Coast Safari and John's Hop On Hop Off City Tour



The 2011 TOUR108 Tourism in New Zealand class visited the Wharewaka on the Wellington waterfront to hear Paul Retimanu speak about its role and relevance for tourism in Wellington.

Jobs and Internship News

BTM graduate **Shannon Buchanan** accepted a position with Experience New Zealand Travel, a New Zealand inbound travel specialist. This company employs two other BTM graduates: **Laura Singer** and **Helen Foo**.

BTM graduate **Chloe Robinson** (who is currently a BTM Honours student) was a TRC Tourism intern during the summer.

Cherie McMeekin, a current BTM student, did an internship with the New South Wales Tourism Industry Association for six weeks during the summer. Read her report on page 6.

BTM graduate **Amy Cayless** has accepted a 12-month internship to work with Air New Zealand at LAX. The internship has started in early 2012.

BTM graduate **Aiko Sato** has accepted a full-time position with Victoria International.

BTM graduate **Alex Handley** has started a position as the Marketing Coordinator at the InterContinental Hotel in Wellington.

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?

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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/vms/>

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