

## Newsletter

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

No. XX August 2011

In addition to reports on our activities at home and abroad, this issue of VicTOUR features some of our external stakeholder connections. This includes the participation of Māori cultural organisations in our teaching on- and off-site as well as staff and students' many roles and activities related to the Rugby World Cup 2011.

### The Tourism Management Group

#### Dr Mondher Sahli awarded Best Paper Award at IATE Conference, Bournemouth University, 4-7 July 2011

Congratulations to Dr Mondher Sahli and his co-authors Dr Jean-Jacques Nowak and Dr Sylvain Petit who won the Best Paper award at the third IATE conference for their paper "Intra-Industry Trade and Vertical Differentiation in Tourism Services". This biennial conference is hosted by the International Association for Tourism Economics, the leading global community for the development of knowledge in this field. Mondher and his colleagues use bilateral tourism flows data from 14 EU countries to shed some light on the patterns of their intra-tourism trade. Their study constitutes the first empirical investigation to address the issue of vertical and horizontal intra-industry trade of tourism services. The ideas and empirical findings presented in this paper have advanced our knowledge of the causes of comparative advantage in tourism and the patterns of bilateral tourism flows.

Mondher has been re-elected Secretary-General of the International Association for Tourism Economics (IATE) for the period 2011-2013. The IATE secretariat has been located at Victoria Management School since January 2010. IATE website: <http://www.tourism-economics.net/>

A copy of "The Discovery of Tourism Economics", edited by Prof Larry Dwyer, was donated by Emerald Group Publishing as a prize for this "Best paper award". The photo shows Mondher Sahli, Jean-Jacques Nowak and Sylvain Petit (left to right).



#### Dr Ian Yeoman leads futurist programmes

Dr. Ian Yeoman has been appointed Deputy Chairperson of two New Zealand futurist programmes and organisation's. First of all, the [Millennium project](#) is a global programme about future states and globalisation. Secondly, the [World Future Studies Federation](#) is a network of professional futurists.

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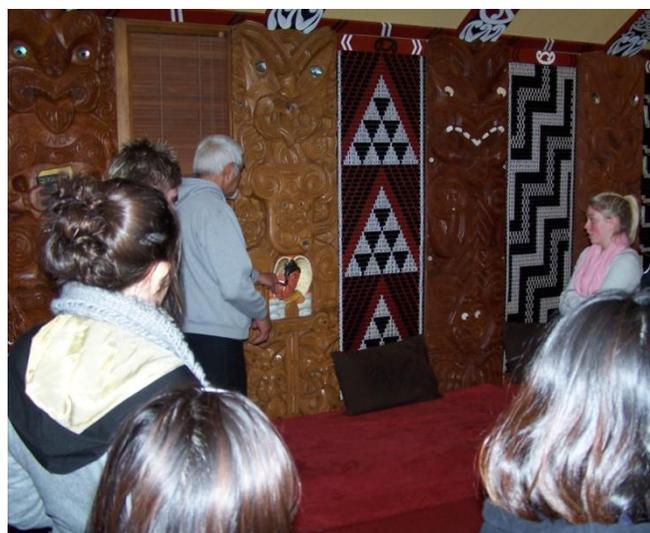
## Promoting the Bachelor of Tourism Management (BTM)

On August 26th, Victoria University of Wellington (VUW) hosted its annual Study @ Vic Day open house. Over 4,000 prospective students visited the Kelburn campus touring the academic programmes expo, listening to staff presentations, and visiting various campus facilities. Should you know about anyone interested in enrolling in the BTM, they are more than welcome contact Adam Weaver ([adam.weaver@vuw.ac.nz](mailto:adam.weaver@vuw.ac.nz)) for further information. A special thanks is extended to the BTM students assisting with recruitment efforts on the day.

The BTM has recently been showcased in some key New Zealand centres outside of Wellington -- namely, Christchurch and Auckland. A record number of prospective students (over 300) attended a VUW information evening in Christchurch in early July. On August 19th, Adam was in Auckland with Bob Buckle, Jane Bryson, and David Mason to promote the BCA and BTM. Audience members included careers teachers from high schools across the city. The event included a number of pleasant surprises, including an appearance and short talk by one of our recent BTM graduates: Stephanie Davidson. Stephanie is an i-Grad with the InterContinental Hotels Group and was featured in the previous issue of VicTOUR. She told the audience of careers teachers about her work, and provided some insights into one of her current projects: research into mini-bar use. Stephanie's stellar performance has resulted in an invitation to speak to students at an Auckland high school later on in the year.

## First year students learn about Māori cultural tourism

The TOUR108 Tourism in New Zealand course enjoyed fantastic opportunities to learn about Māori cultural tourism in New Zealand and manaakitanga as one of its guiding principles. A visit to the newly opened Wharewaka on the Wellington waterfront during a fieldtrip that explored Wellington's tourism product base included a guided tour of the building. Talks by KPR catering manager Paul Retimanu and functions team member Howard McGuire provided insights into the use of the Wharewaka during the Rugby World Cup 2011. The last lecture week before the break further explored cultural tourism: a visit to Victoria University's Te Herenga Waka Marae where students experienced a Powhiri, followed by an introduction to tikanga by Matu Stevens (small photo). The subsequent lecture by Phil Best provided an overview of Māori involvement in tourism in New Zealand.



## Tourism management staff and students warming up for a busy few months as they get involved in Rugby World Cup 2011 in a range of exciting ways

Team 2011 is the Rugby World Cup 2011's official workforce and includes Victoria's tourism students working as volunteers and on internships with Rugby New Zealand 2011. If you are attending matches, visiting the Fan Zones, or just out and about in Wellington, look out for the BTM students in **Team 2011 volunteer** roles: Aiko Sato is an Airport Host, Liz Moore is a Festival Host, Jessica Taylor is a Tourist Information Host, and Kirsty Canning is part of the Spectator Services squad. And try to spot Ira Geale who is one of the dancers at the opening ceremony. Rugby New Zealand 2011's Accreditation Team is full of **Interns** from Victoria gaining valuable work experience: Laura Bertelsen, Emma Bevin, Jessie Gammie and Soteri Katsougiannis. Emma Bevin (a third year commerce student currently taking TOUR108) says "The accreditation department are responsible for collecting all the data for the volunteers, teams and anyone else who needs to enter any of the stadiums during the world cup. We are then responsible for checking and printing around 30,000 passes. It has been a great opportunity and RugbyNZ2011 is a great place to work". Another intern is 2010 BTM graduate Ketaki Suda who is now completing a Graduate Diploma in Event Management at Weltec and is involved as a Travel Coordinator intern. Other BTM students will be involved through their regular employment, such as Ariel Vossen who works at the Upper Hutt i-SITE. Some students have work just for the event: look out for Anna Bailey who will be based at the Wellington Regional Stadium taking photos of spectators before the matches. Students are also getting involved in the rugby excitement in other ways. For example, Nicole Ballantyne will be doing voluntary work serving food and drinks to raise money for Naenae Hockey Club, and Katerina Kupenga is fundraising for Māori immersion school 'Te Kura Kaupapapa o Nga Mokopuna' in Seatoun who are running a Māori Cultural experience tour for locals and tourists (more about this on page 5). There are going to be thousands of international tourists, not to mention lots of All Blacks supporters, in Wellington and BTM students will be getting



Dr Karen Smith and her co-researcher on the RW2011 volunteer project Ass.Prof Geoff Dickson of AUT University

up close to the action when they evaluate visitor management at the Fan Zones as part of their TOUR230 assessment.

Victoria staff and students are also researching the event. Dr Karen Smith is leading a major research project investigating the experiences and legacies of the RWC2011 Volunteer Programme. She has already collected data from 1,800 volunteers about their reasons for getting involved, and over the next 12 months she will be tracking their experiences, including what they go on to do after the event ends. As well as working as a Research Assistant on this project, MTM student Natalie Wolf is also researching the involvement of host communities in the RWC 2011 for her BTM Honours dissertation.

If we've missed you out, please get in touch with Karen and let us know how you are involved: [karen.smith@vuw.ac.nz](mailto:karen.smith@vuw.ac.nz)

The screenshot shows the 'NEW ZEALAND 2011' website. The navigation bar includes 'Home', 'REAL NZ Festival', 'Business', and 'Get Involved'. A search bar is present. Below the navigation bar is a banner with various national flags. The 'Get Involved' section lists several activities: 'Information & toolkits for everyone', 'Anthems', 'Best Dressed Street Competition', 'REAL New Zealand Song Contest', 'Adopt a Second Team', 'RWC 2011 Flag Bunting', 'RWC 2011 Roadshow', 'First Impressions training' (highlighted in a blue box), 'Keep New Zealand Beautiful Week 2011', and 'Rugby World Cup 2011 Education Programme'. The 'First Impressions training' banner features a photo of a New Zealand Customs Service officer interacting with visitors at a desk. Text on the banner reads: 'First Impressions free online training gives New Zealand's frontline organisations the chance to upskill for RWC 2011 and deliver an exceptional welcome to our international guests.' Below the banner, it says 'Be part of New Zealand's Team 2011' and 'First Impressions training is a fun interactive way for customer-facing organisations such as retailers, hotels and taxi'.

The First Impressions training helps volunteers from various backgrounds to prepare to act as hosts of the estimated 95,000 international tourists who will be in New Zealand for the tournament.



## **Prof Catherine Cleophas visits from Freie Universität Berlin**

Visiting researcher Catherine Cleophas, a junior professor from the Department of Information Systems of the Freie Universität Berlin, is currently working with the Tourism Department of the Victoria Management School for three months until 14 October. As part of the Tourism Management Seminar series, she spoke about Myths and Challenges of Revenue Management on 2 August. Her talk considered three frequent generalizations on revenue management: Revenue Management provides competitive advantage, its goal is maximizing revenue and its results benefit from complex models. By presenting exceptions to these statements, she pointed out current challenges in the field both with regard to underlying models and with regard to the usability of revenue management systems.

During her time in Wellington, she cooperates with the Future Maker project. Envisioning tourism in 2050 as described by a set of scenarios created by Assoc. Prof. Ian Yeoman, she uses her background in management science and business analytics to build a simulation of future tourism behavior. This entails analyzing data from the International Visitors Survey and creating an agent-based model with special consideration of the valuation of temporal and financial constraints based on the findings. Such a simulation may be used to evaluate the effects of operator strategies as well as government policy. After returning home in October, Catherine Cleophas will continue her research on decision support and customer choice, using simulations to model and predict decision behavior and applying the findings to revenue management and other problems of planning. While in Wellington, she enjoys her own hands-on experience in New Zealand tourism during the weekends as well as the chance to gather fresh insights on common problems through discussion with her colleagues.

## **Christian tries 'binge conferencing' and has positive feedback**

The month of May was a busy time for Dr Christian Schott who tried his hand at the increasingly popular academic habit of 'binge conferencing'. In early May after a brief visit to one of Vic's partner Institutions, IFT in Macau, he attended the IHTES 2011 summit hosted by the South China University of Technology in Guangzhou. As part of this interesting Asia-focused education summit Christian shared a New Zealand perspective in his presentation entitled 'Preparing Students for the Future – using ICT in New Zealand Tourism Education'. This visit to China was followed in quick succession by two presentations and session moderation at the Tourism Education Futures Institute's (TEFI) World Congress hosted by Temple University in Philadelphia. The conference theme was 'Activating Change in Tourism Education' which provided an excellent platform for academics and practitioners to share valuable knowledge and engage in robust discussions. The final stop for Christian was the BEST Education Network Conference and Think Tank which, to Christian's relief, was also hosted by Temple University in Philadelphia. At BEST EN Christian was awarded one of two Outstanding Presentation Awards for his presentation entitled 'Education as a Visitor Management Technique in Remote Protected Areas'. Christian summarises the experience by saying, "as a novice to 'binge conferencing' I am pleased that I only tried three conferences on my first attempt. But it seems that my binging had positive outcomes in terms of my last presentation receiving the best feedback".



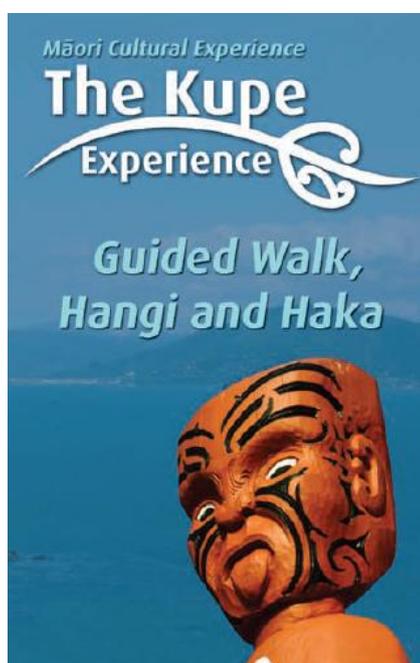
Christian received his 'Outstanding Presentation Award' in absentia - after several weeks on the road he had to leave early to catch his flight home

# VicTOUR

## Second year student Katerina Kupenga helps developing cultural tourism experience

Involvement with the development of "The Kupe Experience" was a great opportunity for Katerina to put her learning into practice and apply some of her skills in a real world project. Hosted by Wellington's only immersion Māori school Te Kura Kaupapa Māori O Nga Mokopuna, the tourism experience features a traditional Māori welcome or Powhiri, a guided tour of Wellington's historic Eastern Walkway, a Hangi lunch, a kapa haka performance, and haka, weaving and poi making workshops. Local hosts share their experiences and stories of the mythical early history of the first occupants, the adventures of Kupe – the Māori explorer, and how

the Māori ancestors inhabited the coastline. The school's students will perform a variety of Māori songs and haka. The tour will be offered three times during the RWC 2011 (see page 3). More information is available through the Wellington i-Site or on [www.wellingtonnz.com/visitor\\_information](http://www.wellingtonnz.com/visitor_information)



## Victoria University's Top Scholar function

Pictured celebrating their achievements at the University's recent Top Scholars function are two of our PhD students Bob Capistrano (second from left) and Tibor Zsirmik (far right), both of whom hold Doctoral Scholarships. Also present were the Chancellor, Mr Ian McKinnon (centre) and Mrs McKinnon, and Prof Doug Pearce (far left).

## Authentic Learning in Tourism and Leisure

Assoc. Prof. Ian Yeoman and Dr Julia Albrecht are guest editing a special issue for the Journal of Teaching in Travel & Tourism. Titled "Making it Authentic: Critical Reflections on Learning and Teaching in Tourism & Leisure Higher Education", the issue aims to explore theory of learning and teaching, implications of authentic learning for curriculum and course design, related teaching methods and future challenges in learning and teaching. The special issue will be published in Journal of Teaching in Travel & Tourism in September 2012.

## 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/>

Editor: Dr Julia N. Albrecht

