

## Newsletter

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

No. XXI December 2011

**Before entering the festive season and commencing the New Year, the members of the Tourism Management Group would like to keep you informed of our latest events and achievements. Among other things, this issue reports on our World Tourism Day student competition and staff and student involvement with the Rugby World Cup 2011.**

**We wish you a Happy Christmas and a successful 2012.  
The Tourism Management Group**

### **Summer scholarships 2011 provide exciting opportunities for students and staff**

BTM students Kirsty Canning and Nyasha Musarurwa are having an eventful summer. They have been awarded highly-competitive Faculty of Commerce and Administration Summer Scholarships and are working with Dr Karen Smith and Associate Professor Ian Yeoman.

Kirsty is investigating the motivations of volunteers at a range of events across New Zealand, from sports tournaments to new year music festivals. This is part of the international Event Volunteering Evaluation project which Karen is a founding member. You can read about Kirsty own adventures as a Rugby World Cup 2011 volunteer on page 4.

Meanwhile, Nyasha is working with Ian on A Futurist's View on the Future of Music Festivals, imagining what the UK's Glastonbury Festival will look like in 2050.



Summer scholars with their supervisors: Dr Karen Smith, Kirsty Canning, Dr Ian Yeoman and Nyasha Musarurwa (from left to right)

### **Graduation December 2011**

The Faculty of Commerce graduation on 13 December is an exciting day for our BTM graduants. The graduation parade and mayor's address on Civic Square will be followed by the graduation ceremony. BTM graduant Natalie Wolf will be the graduate speaker.

### **Inside this VicTOUR:**

<i>Summer scholarships</i>	1
<i>Graduation 2011</i>	1
<i>World Tourism Day 2011</i>	2
<i>Dr Karen Smith's work recognised</i>	3
<i>The Future of Sleep</i>	3
<i>Student-Staff Consultation Group</i>	4
<i>Guest lecturing</i>	4
<i>Knowledge into practice: RWC</i>	4
<i>Dr Ian Yeoman on TV</i>	5
<i>The Future of Beauty</i>	5
<i>Career update: Sam Dench</i>	5
<i>Indiana Jones and Tourism Futures</i>	6
<i>Career update: Anita Ravji</i>	7
<i>Best Sustainable Report Prize</i>	7
<i>Thanks to guest speakers</i>	8
<i>Virtual fieldtrips</i>	8
<i>Dr Heike Schänzel off to AUT</i>	9

## A Vision – World Tourism Day

The theme of World Tourism Day on the 27<sup>th</sup> September was linking together the cultures of the world through travel and celebrating diversity. With millions of people travelling the world each year, never before have so many people been to so many places, nor been so exposed to other cultures. It's the world's cultural wealth and the important role sustainable tourism plays in revitalizing local traditions and making them flourish as they cross other cultures. In order to celebrate the future and world tourism day, students at Victoria University of Wellington in association with Futures Thinking Aotearoa (<http://www.futurestrust.org.nz/>) envisioned the future in a writing competition in which they had to write an inspirational speech as the leader of the New Zealand's tourism in 2050 reflecting back over the last 40 years.

This was the winning entry from Acushla-Tara Sutton, a second year Bachelor of Tourism Management student:

*“The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion. As our case is new, so we must think anew, and act anew. We must disenthrall (To free from a controlling force or influence) ourselves, and then we shall save our country. These famous words written by Abraham Lincoln in 1862, still hold true today. The problems and challenges that we face today can not be addressed with the logic of yesterday, nor can tomorrows be met with the solutions of today. Over the past 39 years the tourism industry within New Zealand has been met with many new issues that challenged the natural, social and cultural integrity of our beautiful country; but being the innovative and proactive people that we are, we faced them head on, with passion and determination. With a steady increase in GHG emissions we made it a priority to ensure constant reductions, not only within our own country, but globally, by bringing this issue to the forefront of political planning on a global scale. Fast growth in tourism saw cultures disintegrate as a more Westernised society was being created. We challenged this by ensuring that our Māori traditions were not only practiced by our people for the enjoyment, education and entertainment of tourists, but also employed in our every day lives as they once were. With every new challenge sent our way, Tourism New Zealand has answered; and over the last 39 years we have succeeded in maintaining and enriching the diverse natural, social and cultural that makes us unique; and although we must continue to adapt to our ever-changing environment, we can celebrate our achievements this far. Our environment, our culture and our diversity”.*

Runners up included

Bob Capistrano – PhD student

Trisha Dwyer – Master of Tourism Management student

Laura Brown – Bachelor of Tourism Management student

Aito Sato – Bachelor of Tourism Management student

For further details of world tourism day, see <http://wtd.unwto.org/>



Dr Ian Yeoman, Acushla-Tara Sutton (BTM student) and Yvonne Curtis (Futures Thinking Aotearoa) (from left to right)

## Welcome Lucy Lu

Congratulations to Helen Jiang and her husband Wei! Lucy was born on the 22nd of October, weighing 3.1kg.



## Congratulations to Dr Karen Smith for two recent recognitions

Her paper 2010 paper "Volunteers and volunteering in leisure: social science perspectives" has been selected by the journal *Leisure Studies* as one of its "30 most significant papers published over the last 30 years". The paper was written with Karen's long-time collaborators Dr Leonie Lockstone-Binney (Victoria University, Australia), Dr Kirsten Holmes (Curtin University, Australia), and Professor Tom Baum (Strathclyde University, Scotland).

Meanwhile, Karen has been elected as a board member of Volunteering New Zealand (VNZ). This not-for-profit organisation is the peak body for volunteering and works closely with the community and voluntary sector and government to promote, support, encourage and represent volunteering in New Zealand. Her election recognises the contributions Karen has been making to volunteer management in New Zealand, particularly working with VNZ on the Managers of Volunteers Programme. Over the last 6 months Karen has co-run workshops for managers of volunteers in Auckland, Hamilton, Gisborne, Wellington, Porirua, and Blenheim. "With Volunteering New Zealand I have been promoting the professional development of managers of volunteers and setting up local leadership groups. It's been great fun getting out to the regions and sharing some of the volunteer management research I've been doing over the last few years."

Not to be out-done, Karen has been doing some volunteering herself. She is part of the newly-formed Wellington City Ambassador programme run by the Wellington i-Site and Positively Wellington Tourism. This sees volunteers welcoming cruise ship passengers to the city. Look out for Karen and some of our BTM students around the town over the summer.

*Leisure Studies*  
Vol. 29, No. 4, October 2010, 435–455

Routledge  
Taylor & Francis Group

### Volunteers and volunteering in leisure: social science perspectives

Leonie Lockstone-Binney<sup>a\*</sup>, Kirsten Holmes<sup>b</sup>, Karen Smith<sup>c</sup> and Tom Baum<sup>d</sup>

<sup>a</sup>*School of Hospitality, Tourism & Marketing, Victoria University, PO Box 14428, Melbourne 8001, Australia;* <sup>b</sup>*School of Management, Curtin University, GPO Box U1987, Perth 6845, Australia;* <sup>c</sup>*Victoria Management School, Victoria University Wellington, PO Box 600, Wellington 6140, New Zealand;* <sup>d</sup>*Department of Human Resource Management, University of Strathclyde, 50 Richmond Street, Glasgow G1 1XU, UK*

(Received 20 February 2010; final version received 23 September 2010)

Leisure has been widely examined within the context of social science theory. This article adopts a broad approach, examining a range of social science disciplines and applying them to specific phenomena located within the leisure field, namely, volunteers and volunteering in leisure settings. In a disciplinary sense, the sociological view focuses upon the conceptualisation of volunteering as leisure, the psychological view seeks to understand motivations driving volunteering, while the perspective of economists supplements these standpoints in terms of why people volunteer and further examines the value of volunteer contributions. Comparative analysis of the perspectives enunciated within these key disciplines provides for a fuller picture of the status of research relating to leisure volunteers and volunteering. Accordingly, this article aims to identify gaps in current knowledge, draws out conclusions for an improved understanding of this area as well as to enhance comprehension of disciplinary contributions to the study of leisure phenomena.



### The Future of Sleep

Dr Ian Yeoman was keynote speaker at the European Tourism Futures Institute conference in Leeuwarden, Netherlands, where he spoke on the 'Future of Sleep'. Ian kept the audience awake with an amazing talk on hotel bedroom design, which will be so technologically advanced that cutting edge technology will monitor tourists energy levels, physical well-being, emotions and mood to help ensure a good night's sleep. Dream management education systems will help us learn new languages. The bed which will have built-in memory to remember a guest's preferred settings and adapt to changes in body posture. Taking this concept one stage further, claytronics will allow

the bed to re-configure itself based upon programmable matter. Hotel bedrooms are fundamentally a place between science fiction and reality in which anything is possible.

To download Ian's presentation, click here <http://www.efri.eu/site/download/BMyGsNBxx0U1?type=open>



## Student-Staff Consultation Group

The tourism management group's student-staff consultation group met on 21 September. This group is made up of the VUWSA representatives in our tourism management courses. Julia and Adam wish to thank Laura Brown, Brynelle D'Mello, Elisante Leguma, and Ella Speakman for their time and valuable input. Feedback from this group was shared with Professor Doug Pearce, Janet Keilar (Commerce Librarian), and Adrienne McGovern-Wilson (Manager, Student and Academic Services, Faculty of Commerce and Administration). The minutes from the meeting were prepared by Helen Jiang and shared with tourism management students via course Blackboard sites.

## Guest Lecturing

On 27 October, Adam was invited to speak in the Faculty of Commerce and Administration's "What works for me!" teaching and learning workshop series. Adam spoke about a series of dilemmas that he confronts in his teaching and used the titles of Rolling Stones' songs to organize his 20 minute presentation. On 30 November, Adam will be speaking to students in the English Proficiency Programme at VUW about tourist motivation. This year's intake of students are from a range of countries, including China, Japan, Chile, South Korea, Tonga, and Iran. Many of the students in this programme plan to study at VUW once they complete the programme.

## Putting tourism management knowledge into practice: Kirsty Canning's experience as a RWC 2011 volunteer

This year I was fortunate enough to be given the opportunity to volunteer at the Rugby World Cup 2011. Initially I chose to volunteer so I could mention an internationally renowned event in my CV, however my experience soon became more than that.

As part of the spectator services squad I was in a role that was lucky enough to work within the stadium on game days – much to the jealousy of the other volunteers. Working within the stadium I experienced the electric atmosphere at the games, and even get the chance to watch them. I was able to meet people who had travelled from around the world just to watch the games, which was always interesting. One thing that surprised me, and will always stay with me, was the amount of people who recognised the time and effort we were putting in. These people took the time to stop and say thanks – that and to ask us if we got to keep our bright turquoise jackets. Through being part of this global event I was able to observe first-hand the organisation that went into it and the positive effects it generated. The management of hundreds of volunteers in Wellington alone was done superbly. With comprehensive training and open channels of communication and support I felt confident in my role. I was given the opportunity to apply my tourism management knowledge in areas of crowd control and channel management. Within the community it was obvious to all that Wellington, and New Zealand, was abuzz making it a very exciting place to be.

Being a volunteer, or more affectionately a 'smurf', at the Rugby World Cup 2011 was an experience that I will never forget.



Victoria University students were well represented among the RWC 2011 volunteers. The picture shows Kirsty Canning, Julianne Gordon, Liz Moore (another BTM student) and Ben Simpson

## Robots, technology and rugby: Ian on Breakfast TV

Dr Ian Yeoman appeared on TV1 Breakfast (10/10/2011) speaking about robots, technology and rugby. Ian raised the prospect of elite, cyborg professional athletes as half human – half machine. Ian explained that implants where are becoming more common for organs, bones and limbs and are increasingly accepted in the field of professional sport. He cited South African double amputee Oscar Pistorius qualifying to compete in the 2012 London Olympics using carbon fibre prosthetic running blades. Ian went onto say the introduction of rugby balls with radio frequency identification chips and robot linesmen and light-emitting systems to identify where fouls have occurred.

The way we watch rugby is also likely to be radically different in the future. “TV viewers will enjoy lifelike 3D images in their indoor or outdoor home theatre while for really dedicated fans, the ultimate experience will be staying at a hotel that’s part of the stadium complex.”



## The Future of Beauty

In ten years time what will you be doing and how will you be feeling? Dr Ian Yeoman was asked by Sheraton Hotels and Resorts to gaze into his crystal ball and predict the future of the spa and beauty industry. Faced with an increasingly stressed out, ageing population (by 2030 one in five people in developed countries will live to 100), and one that is also faced with a growing obesity problem (three out of four of us will be overweight by 2020), Ian predicted that healthcare and tourism will be the world's two largest industries by 2022. Ian discussed Harvard University's new medical treatments to reverse the ageing process and electromagnetic false nails that use nanotechnology to change colour according to a wearer's mood. The report was recently featured in the [British lifestyle magazine Spectrum](#) and will be published in a forthcoming book about the *Future of European Tourism*

## Career update: Sam Dench

Since completing my Honours in Tourism Management in 2008, I have put my degree to good use. A few weeks after finishing I started work as Membership Executive at the Tourism Industry Association (TIA). Working at TIA provided me with practical experience in the Industry that complimented the study I had done at University. I enjoyed organising and co-ordinating workshops for members of the Association, which also allowed me to travel around both the North and South Islands on various occasions.

In June this year I took up a new role at Victoria University as Alumni Relations Advisor. I find myself using a range of different skills I acquired during my study; in particular the writing skills I gained doing my dissertation are very useful when producing e-newsletters, event invitations and other alumni material. I have already been involved in organising eight different events in the last few months and look forward to more of the same next year. It is good to be back at Victoria (though a little strange that it doesn't involve studying).



To our alumni out there: Get in touch with Sam if you want to receive information about alumni events. Email [sam.dench@vuw.ac.nz](mailto:sam.dench@vuw.ac.nz)

## What has Indiana Jones got to do with the future of tourism?

The Sustainable Futures Institute commissioned postgraduate tourism management students to find out what is a sustainable future for New Zealand's tourism industry as part of TOUR411 Scenarios for World Tourism. The project, which involved the students constructing four scenarios about the future through narratives, identifying key driving forces, interviewing key stakeholders and experts. The scenarios set in 2050 included:

### Scenario 1: New Zealand Wonderland

New Zealand will depend on its international reputation and strong clean and green image. An ambitious target on emission reduction will not only reinforce New Zealand's clean and green environmental reputation but also attract more authentic international tourists and migrants alike.

### Scenario 2: Indiana Jones and the Search for Cultural Identity

In this scenario, environmental degradation will be the main issue due to rapid growth and unregulated air travel. Thus, visitors to New Zealand will rely on cultural authenticity and thus, the country will heavily invest in the preservation of its indigenous culture.

### Scenario 3: A Peaceful Mixture

This scenario brings in balance the socio-cultural and environmental dimensions of sustainability. There will be an increased awareness of the Maori culture and economic prosperity. The environment, culture and tourism industry will be in harmony.

### Scenario 4: New Zealand in Depression

This scenario would be the worst possible outcome for New Zealand's tourism industry as the three dimensions of sustainability are not at equilibrium. New Zealand would be over-polluted with an uncontrolled number of migrants.

As part of the project, the final assignment involved the students using a range of communication tools to present their findings in a visual format, including political cartoons, writing a story as if it appeared in the Economist magazine (with cover page), a website news story and posters. Wendy McGuinness, Chief Executive of the SFI said "the student's visualisation and analysis of the future was realistic, scary and creative. The level of detail and interpretation reflected the student's enthusiasm.....the project results has certainly surpassed our expectations". The purpose of the project from an educational viewpoint was to engage the students with a real problem and a real client in order to facilitate an authentic approach to learning using action research skills.



Elisante Leguma, Natalia Wolf, Rebecca Tan, Amalina Andrade, Ian Yeoman, Peter Ezra and Wendy McGuinness (Sustainable Futures Institute) with team tee shirts (from left to right)



## Career update: Three years post-BTM: Anita Ravji shares her experiences and has some advice

I started at InterContinental Wellington in my new position as a Sales Administrator in January this year. I was little unsure of what was around the corner for this position. Reflecting over the past year, I realise how much I'm enjoying this position and how it has utilised what I have learnt in my past experiences and education. With much appreciation to my lecturers, I graduated from Victoria University in May 2008 with a Bachelor of Tourism Management. My first full time position out of university was a Customer Service Representative and I provided telecommunication services for different clients in the travel industry such as Interislander and Tranzscenic. I then moved on to a role as an Officer for the Department of Internal Affairs, dealing with travel documents, registrations and applications. Although this position was not directly related to tourism, it was a great experience to learn about border controls, travel patterns and it was also a chance to interact with New Zealanders and provide advice regarding travel enquiries. After two and a half years in this role, I had realised that I wanted to follow my aspirations and working directly in the tourism industry to make an even bigger difference. Some good advice I was given, was to create a career profile for organisations that I wanted

*My advice that I would give to any graduate is: It doesn't matter where you find your first opportunity, with all the experience and determination you put in, you can achieve your dream career – and mine landed in the tourism industry.*



to work. This is how I landed my current position as a Sales Administrator for InterContinental Wellington – part of the IHG global brand. It is difficult to define what my position entails. It has developed from when I first started. I support the sales activities and assist the Sales Team in successful achievement of budget expectations. What I appreciate the most about this role is the variety. No two days are the same. This can range from the regular tasks such as uploading and maintaining the Sales team database and checking brochure inclusion contents that comes through different marketing channels to organising client events. The events and achievements in my role that stands out are:

- > Organising our stand for the Wellington Expo – a first time and fun filled experience.
- > Red Socks Day 2011 – as part of the Sir Peter Blake Week in June, the team ventured out to the Westpac Stadium to participate in the world record at Westpac Stadium by creating the longest ever clothes line of red socks with 35,128 individual socks being hung over 3,184 metres of washing line.
- > Managing the Business Centre – This was an interesting experience to interact with guests and to further develop communication skills.
- > It was interesting to be able to put the theory learnt throughout my degree like managing visitor impacts, yield management and sustainability, into practice.

## Best Sustainable Report Prize 2011

The prize for the Best Sustainable Accommodation report celebrates excellence in sustainable and innovative thinking and has been part of the Visitor Impact Management course for seven years. The best report is selected by Youth Hostel Association Area Manager Chris Sperring and Business Development Manager Lisa Gebbels who have themselves won numerous sustainability awards with the Wellington YHA hostel. This year's outstanding reports were produced by Julie Crocker, Katerina Kupenga, and Tahirih McLaren-Brown. The overall winner is Katerina Kupenga whose holistic approach combined innovative features with the realities of operating a tourism business.



Katerina Kupenga, Tahirih McLaren-Brown, Julie Crocker with Chris Sperring and Lisa Gebbels (from left to right)

## Thanks to guest speakers in the Tourism Management Seminar Series 2011

The tourism management group ran a very successful seminar series in 2011. The audience included a wide range of academics, public and private sector representatives and interested members of the general public. We would like to use this opportunity to thank and acknowledge our speakers:

**Dr John Robinson**, Consultant  
Forecasts of tourism numbers

**Prof Trevor Sofield**, University of Tasmania  
Value Chain Analysis and Poverty Alleviation

**Prof Enrique Ortega**, Complutense University of Madrid  
14X14 NATIONAL PARKS

**Dr Sandro Carnicelli Filho**, University of the West of Scotland: Management of emotions in adventure tourism

**Victoria Liu**  
Distribution Channels for Wine Tourism in New Zealand

**Dr Ian Yeoman and Dr Karen Smith**, Victoria University  
Demography and Tourism

**Liz MacPherson**, Tourism Strategy Group  
Tourism Future Challenges

**Prof. Dr. Catherine Cleophas**, Freie Universität Berlin  
Myths of Revenue Management

**Prof Regina Scheyvens**, Massey University  
Can tourism businesses do Pro-Poor Tourism?

**Dr John Moriarty**, J&H Moriarty  
Using Benchmarking to improve Tourism Businesses

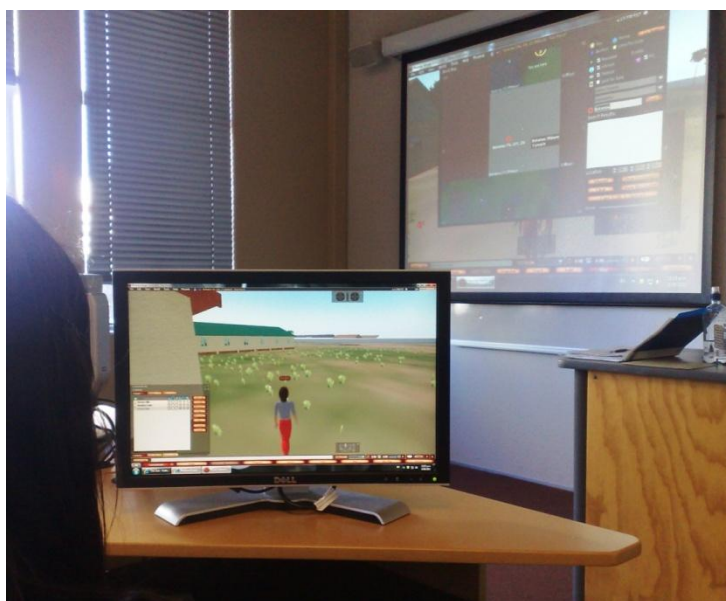
**Dagmar Cronauer**  
Examining the WWOOF experience in New Zealand

**Trisha Dwyer**  
The interpretation of Māori cultural heritage

## Christian awarded Teaching Development Funding for 'Virtual Fieldtrips'

A VUW Teaching Development Fund was awarded to Dr Christian Schott and Prof Warwick Murray of Development Studies to develop a virtual fieldtrip to a remote Fijian island. The project entitled 'Towards Virtual Fieldtrips: Enhancing relevance and learner engagement through digital immersion' acknowledges that both universities and students are experiencing increasing financial pressures and seeks to provide opportunities for experiential learning, to force students to confront complexities particularly prevalent in less developed countries, and to foster critical thinking and research skills in a more achievable manner. After completing the first prototype of the island with the assistance of a VUW Gaming Design graduate Project Leader Dr Christian Schott set his 92 2nd year

Tourism Management students a sequence of three scaffolded assessments which are all anchored in the 'fieldwork' the students conducted on the virtual island. The penultimate stage of the project is to conduct research with students to explore the concept's and programme's effectiveness as a tool for deeper learning; further refinements will then be made before the software will be used by Warwick's Development Studies students. The final stage is the compilation of a roadmap to virtual fieldtrips based on this experience.



## 'Thank you' to our fantastic tutors

Our thanks go to Trisha Dwyer, Laura Freeman, Tim Grubb, Sarah Halliday, Neema Devan Menon, Liz Moore, Nyasha Musaruwa, Heike Schänzel and Chloe Robinson for their service to the BTM in trimester 2.

Your contribution is much appreciated and helps us to provide high-quality teaching. The Tourism Management Group wishes you all the best for future studies or work.



## Goodbye and all the best to Dr Heike Schänzel

After twelve years with Victoria University, Dr Heike Schänzel, pictured here on her graduation day, has left the building.

In 1999, when all other current members of staff in tourism management were teaching, researching and even studying elsewhere, Heike took up her first official role at Victoria University: She was a tutor for TOUR 301 Tourism Planning and Policy, a course that is still being offered. A few years later, she was the first student to complete the new Master of Tourism Management, with distinction. With the exception of two 300-level courses, Heike tutored or taught every course in the BTM between 1999 and 2011. When she left in October, she was up to contract number 38!

Heike has won several assistantships, scholarships and awards for Masters and Doctoral research from VUW. She completed her PhD in Tourism Management in 2010 and was awarded the Dean's Award for Doctoral Achievement. She has published several conference and academic journal articles in conjunction with supervisors and is currently editing a book on family tourism in conjunction with another member of staff. Heike took up her new position as a lecturer with AUT in October.

We wish Heike all the best for the future and, given that she is still involved with a number of research projects with VMS staff, look forward to staying in touch.



## Applying for the Bachelor of Tourism Management

Victoria University of Wellington's online enrolment system is currently open. This system is accessible through the university's homepage ([www.victoria.ac.nz](http://www.victoria.ac.nz)). Applications for the Bachelor of Tourism Management (BTM) close on 10 January 2012. For questions about the admission process, please contact Student Recruitment, Admission, and Orientation (0800 VICTORIA or [course-advice@vuw.ac.nz](mailto:course-advice@vuw.ac.nz)).

Specific questions about the BTM can be directed to Adam Weaver ([adam.weaver@vuw.ac.nz](mailto:adam.weaver@vuw.ac.nz)). Trimester 1 classes start on 27 February 2012.

## 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](mailto:adam.weaver@vuw.ac.nz) or (0064) 4 463 5375  
Tourism Management, Victoria Management School  
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/vms/>

Editor: Dr Julia N. Albrecht