



UNIVERSITY
of
OTAGO
Te Whare Wānanga o Otago
NEW ZEALAND

2011 **TOURISM** COURSE INFORMATION



YOUR PLACE IN THE WORLD

TOURISM

HANDBOOK 2011



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WELCOME FROM THE HEAD OF DEPARTMENT

There is a very good reason why the current Prime Minister, John Key, when allocating his Ministerial portfolios in 2009, decided that he would hold the Minister of Tourism portfolio himself. Tourism is a \$21 billion industry in New Zealand, and is critical to the fortunes of the New Zealand economy. It employs over 180,000 New Zealanders and bears considerable influence upon the economy, quality of life, environment and society in New Zealand. The tourism industry has been highlighted by the Prime Minister as a key sector that will play a leading role in the economic recovery, here in New Zealand and elsewhere.

However, the development of a competitive and sustainable tourism industry, one that can prevail in an intensely competitive global market place, and resist the emergence of rival destinations, is full of challenges - understanding visitor markets and changing visitor motivations, preferences and expectations, actively managing accessibility and connectivity between places, and the sustainable management of the environments and societies where tourism takes place. Fortunately, in New Zealand we have a track record of boxing above our weight, overcoming challenges, being innovative and achieving success. New Zealand's '100% Pure' global marketing campaign, for example, has for the last ten years been the envy of the world in terms of its uniqueness, image generation and reach. Many of these special qualities are embodied in the success of the tourism industry in Otago, Queenstown and Fiordland, which makes this a desirable place to study tourism and hospitality.

The BCom (Tourism) prepares students for competitive and successful careers in a range of vocations that are as diverse as they are stimulating and exciting. With a focus on understanding tourism, this degree positions students for careers of responsibility and leadership, that manage, influence and direct tourism at the levels of government, industry and business. Our degree is also geared to provide a pathway to graduate studies, preparing students with the research methods and experience that provide a seamless transition to complete postgraduate research degrees. The staff of the Department, ranked first in New Zealand for research performance, are well connected with industry operators and relevant government agencies, and employ a diverse range of class and field-based teaching and learning methods to enrich the BCom (Tourism) degree and related minor options. Our academic staff have been recognised for the high quality of their teaching, and are assisted by administration staff who are friendly and supportive.

A career in tourism and hospitality affords the opportunity to work professionally as part of a global workforce, achieve a career that brings together professional and personal interests, and perhaps adopt a lifestyle in which work and play may be difficult to distinguish from each other. For recent graduates, gaining work and life experiences, be it in the Queenstown adventure, North American ski/snowboard resorts, European educational tours, or Caribbean cruise ship industry, may be the initial option of preference. Many return to New Zealand to apply the experiences they have gained internationally, and contribute to the continuing development of a globally competitive and sustainable New Zealand tourism industry.

Studying tourism combines the heritage and prestige of New Zealand's oldest University, with stimulating and research-informed teaching and learning, set within an innovative and globally competitive regional and national tourism context.

Welcome to your future!



Professor James Higham
Head of Department

SUMMARY OF DEGREE AND DIPLOMA OPTIONS

BCom Bachelor of Commerce

Three-year undergraduate degree. A student may major in Tourism or may take a minor in Tourism or Hospitality with a major in another Commerce subject. Students may also minor in Tourism or Hospitality as part of another degree, eg. BA or BSc.

BCom(Hons) Bachelor of Commerce with Honours

Four-year undergraduate degree with a supervised dissertation. Students who demonstrate above average ability during the first and second years of a BCom will be invited to consider this option. You must achieve a B+ average and maintain this average throughout your degree.

DipGrad Diploma for Graduates

A one-year full time course, or part-time course over more than one year, structured to meet the student's needs. It is designed for graduates and others with equivalent qualifications or experience, who require additional training or training in another discipline, without the necessity to undertake another full degree programme; or who wish to extend their knowledge of an area of study or bring it up to date; or who wish to satisfy the requirements for a second major subject additional to the one included in the first degree. Specific areas of study might include nature-based tourism, sports-related tourism business and wine business.

DipGrad Diploma for Graduates endorsed in Tourism

A one-year full time course, or part-time course over more than one year studying Tourism papers which enables students to proceed to postgraduate study if their previous study was not undertaken in Tourism.

DipGrad Diploma for Graduates in Sports Business

A one-year full time course, or part-time course over more than one year studying Tourism, Management, Marketing and Physical Education papers all based around Sports Business.

PGDipTour Postgraduate Diploma in Tourism

This is a one-year paper and/or dissertation-based diploma, and is designed for graduates seeking to enhance their undergraduate degree and career prospects. Its status is similar to the BCom(Hons) degree. It can also be the first year of the MTour degree.

MTour Master of Tourism

A one-year thesis only supervised research degree (subject to having completed a PGDipTour with dissertation or Honours). Further details, see page 15.

PhD Doctor of Philosophy

A three-year thesis only supervised research degree. Further details, see page 16.

CAREER OPPORTUNITIES

The BCom(Tourism) offers a pathway to a phenomenally diverse range of careers. This Tourism Department undergraduate and postgraduate curricula are intended to prepare students for senior management and leadership roles in tourism and related industries. These include positions in government Ministries and Tourism Marketing Organisations, planning and policy positions and economic development roles. The BCom (Tourism) is a stepping stone to career opportunities in specific sectors including events and conventions management, wine business, adventure and ecotourism management, accommodation and facilities management, heritage management and sports business. Many of our graduates seek post-graduation industry experience in global tourism and hospitality sectors such as ski/snowboarding winter sports, cruise ship, educational tour guiding, visitor attraction/facilities and nature/adventure tourism industries.

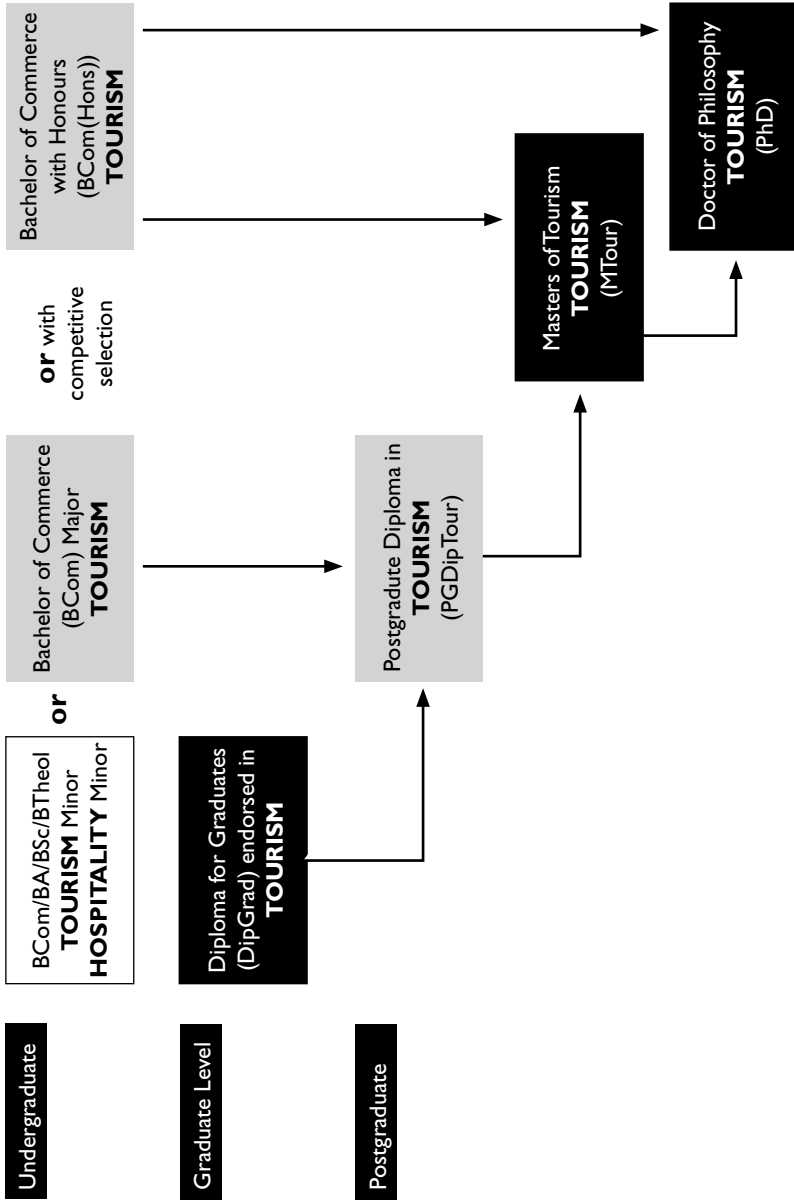
For further details on Tourism Alumni please check out our website at: www.otago.ac.nz/tourism/alumni. Selected alumni biographies are also presented at the end of this handbook to provide further information on a range of graduate careers.

Graduate careers include:

- Deidre** Arts, Cuisine, wine and travel writer for a major daily newspaper
- Kate** Marketing Officer; Venture Southland
- Peter** Director of his own heli-skiing and tour company
- Pip** Regional Economic Development Manager
- Fergus** Director of his own award winning ecotourism company
- Brigitte** Communications Manager; Destination Queenstown
- Debby** Tourism New Zealand, London office
- Ross** Senior Policy Advisor; The Ministry of Tourism
- Ahmed** Assistant Director; Trade Standards, Ministry of Tourism, Maldives
- Tara** Product Development Officer; Enterprise Northland
- Angela** Senior Account Manager in Tourism and Travel, Roy Morgan Research
- Tim** Tourism New Zealand
- Marcus** Oamaru Blue Penguin Colony
- Lauren** Internship with Air New Zealand based in Los Angeles
- Jon** Customer Services Office, i-Site
- Hannah** Events Officer; Destination Wellington

- David** Secondary School Teacher
- Maddy** Internship with Qantas based in Australia
- Peter** Owner, Tour Guide Company, Mongolia
- Simone** Events Coordinator, European Tour Operations Association, United Kingdom
- Jeff** Tourism and Events Executive, Regional Tourism Organisation
- Louisa** Marketing Communications Assistant, Regional Tourism Organisation
- Kate** Marketing Coordinator, Convention Bureau
- Michael** Research and Development Manager, Regional Tourism Organisation
- Chris** Brewery Tours Manager
- Heath** Manager, Helicopter Line, West Coast

POSSIBLE DEGREE PATHS



UNDERGRADUATE QUALIFICATIONS

Three undergraduate Tourism options are available:

- ~ Bachelor of Commerce – BCom (Tourism)
- ~ Bachelor of Commerce with Honours – BCom(Hons) (Tourism)
- ~ Tourism or Hospitality minor

BACHELOR OF COMMERCE MAJORING IN TOURISM (BCom)

The BCom is a three-year undergraduate degree. You can major in Tourism, combine it with another major (double major) or complete a double degree.

In addition to completing the requirements of your Tourism major, all students starting a BCom or BCom(Hons) must also complete the following core commerce papers.

BSNS 102 Quantitative Analysis for Business (18 points)

BSNS 103 Marketing and Consumption (18 points)

BSNS 104 Principles of Economics I (18 points)

BSNS 105 Management and Organisations (18 points)

BSNS 106 Information and Communication in Organisations (18 points)

BSNS 107 Understanding Accounting (18 points)

BSNS 108 Business Finance (18 points)

For more details of BCom core papers see www.otago.ac.nz/courses/qualifications/bcom.html

Refer to end of this section for undergraduate Tourism qualification requirements and to Section Five for a list of undergraduate Tourism papers. Alternatively, consult the *Guide to Enrolment* or *University Calendar*.

Note: If you commenced your BCom prior to 2010, please see a course adviser to discuss your BCom core requirements.

To complete a BCom you need to pass papers totalling a minimum of 360 points, including all the core business papers as outlined above. At least 180 of those points must be above 100-level with a minimum of 72 points at 300-level. A maximum of 90 non-Commerce points can be credited towards your BCom.

BACHELOR OF COMMERCE WITH HONOURS (BCom(Hons))

Honours degrees are still counted as undergraduate study, but it's really a lot more than that. This is because the final year of study is at postgraduate level and includes a dissertation. Yes, it takes an extra year, and involves more advanced study, but the investment gives you other advantages besides higher levels of knowledge and understanding.

It's true that employers look more favourably on honours graduates, so it's a great way to stand out from the rest. It's also true that honours gives you a real taste of postgraduate study. It's about the best grounding you can get to prepare you for higher study, and many honours graduates go on to masters or PhD programmes.

Our honours degree gives you a chance to develop academic and practical research skills. At 400-level you complete a large individual research dissertation. Besides preparing students for postgraduate work (such as a MTour or PhD) the research skills gained in honours are highly desirable for graduates considering careers in areas such as tourism research, consultancy, policy and other industry-level analysis roles.

You don't have to decide straight away if you want to tackle an honours degree, but you should consider this option when planning the first and second years of your BCom. You need to know that entrance to honours is competitive – it's based on grades in your previous papers. Most Tourism students apply at the end of their 100-level courses and you should aim for at least a B+ average in Tourism papers if you're serious about getting in.

Admission to Honours – Tourism Department Guidelines

To be admitted to the second stage honours programme, students require:

- (a) TOUR 101 or TOUX 101, with a grade average of at least B+
- (b) successfully passed at least 108 points

To be admitted directly to the third stage honours programme without having passed the second stage, students require:

- (a) a grade average of at least B, papers worth at least 252 points
- (b) at least 72 points at 200-level (TOUR 217, 218, 219 plus one other), with a grade average of at least B+ in these papers

To be admitted directly to a fourth stage honours programme without having passed the corresponding second and third year stages, students must have:

- (a) Passed papers worth 360 points, fulfilled the major subject requirements for a BCom in Tourism and not graduated BCom
- (b) Achieved a grade average of at least B+ for the equivalent of the third stage honours course in the subject in Tourism

To complete a BCom(Hons) you need to pass papers (see schedule on next page), including all the core business papers. For details on points requirements see www.otago.ac.nz/subjects/tour. If you are interested in finding out more about our honours programme please contact Dr Tara Duncan, Room 4.50 Commerce Building, Tel 479 3486, Email tara.duncan@otago.ac.nz.

Suggested BCom and BCom(Hons) Degree Structures

Because Otago offers such a flexible range of degree structures, planning a degree can sometimes be a little confusing for the inexperienced. Please come along and discuss options with the Tourism Course Advisors at any time during the year.

TOURISM AND HOSPITALITY MINORS

A Tourism or Hospitality minor is perfect for students who have decided to study another commerce major or even a non-commerce degree, but would like to enhance this with a good grounding in Tourism or Hospitality. A Tourism or Hospitality minor can be taken as part of a BCom, BA, BCapSc, BSc and BTheol and will be formally recognised on your academic transcript

UNDERGRADUATE QUALIFICATION REQUIREMENTS*

Qualification	BCom**** Tourism	BCom(Hons)**** Tourism	BCom, BA etc** (Tourism Minor)	BCom, BA etc** (Hospitality Minor)
100-level	TOUR 101 BSNS 102 BSNS 103 BSNS 104 BSNS 105 BSNS 106 BSNS 107 BSNS 108	TOUR 101 BSNS 102 BSNS 103 BSNS 104 BSNS 105 BSNS 106 BSNS 107 BSNS 108	TOUR 101	
200-level	TOUR 217 TOUR 218 TOUR 219	TOUR 217 TOUR 218 TOUR 219 1 x 200-level TOUR paper 54 further points	TOUR 219	TOUR 218, TOUR 220
300-level	TOUR 309 Three further 300-level TOUR papers	TOUR 309 Four further 300-level TOUR papers 36 further points at 200-level or above	Three of TOUR 216, 217, 218 301, 305, 306, 309 Must include 1 x 300-level TOUR paper	TOUR 303 or 304 Two further papers from TOUR 214, 216, 217, 303 or 304 Must include 1 x 300-level TOUR paper
400-level	TOUR 417 TOUR 422 TOUR 480 Four further 400-level TOUR papers	TOUR 417 TOUR 422 TOUR 480		
Plus	90 further points; must include 36 points at 200-level or above. Up to 90 points may be taken from outside Commerce.			

* This is a guide only. Refer to the current University of Otago Calendar or Guide to Enrolment for details.

** A Tourism or Hospitality Minor can be taken as part of the BCom, BA, BCAPSc, BSc and BTheol qualifications.

*** These regulations apply to students commencing a BCom or BCom(Hons) in 2010. Separate regulations exist for BCom/BCom(Hons) students who began prior to 2010. If you are unsure about your degree structure, contact the Department of Tourism Course Advisors (pg.29)

GRADUATE QUALIFICATIONS

DIPLOMA FOR GRADUATES ENDORSED IN TOURISM (DipGrad)

The Diploma for Graduates is an academically integrated course of study, designed for graduates and others with equivalent qualifications or experience. The papers-based DipGrad is a full-time course taught over one year, or part-time over more than one year consisting of 126 points with 72 points being at 300-level or higher. The Department of Tourism offers an endorsed DipGrad for those students wishing to further their studies and knowledge purely in Tourism.

This course is suitable for:

1. Graduates with an unrelated degree wishing to gain a grounding in tourism (e.g. a Zoology graduate from Otago or a philosophy graduate from the USA).
2. Those with a related degree who do not meet the entry requirements for the PGDipTour.
3. Those without a degree, but with significant industry experience.

If you are interested in finding out more about our DipGrad programme, please contact Dr Richard Mitchell, Room 4.41 Commerce Building, Tel 479 8428, Email richard.mitchell@otago.ac.nz or Dr Willem Labuschagne, Director of the DipGrad Programme, Room G30, Owheo Building, Union St East, Tel 479 5735, Email: willem@cs.otago.ac.nz

DIPLOMA FOR GRADUATES IN SPORTS BUSINESS (DipGrad)

The Diploma for Graduates is an academically integrated course of study, designed for graduates and others with equivalent qualifications or experience. The papers-based DipGrad is a full-time course taught over one year, or part-time over more than one year consisting of 126 points with 72 points being at 300-level or higher.

This course is suitable for:

Students who wish to combine the courses offered by the School of Business and School of Physical Education to provide strong business skills, business acumen, and a rich scholarly and practical understanding of sport, recreation and leisure, as required for graduates seeking careers in sports-related fields of business.

If you are interested in finding out more about our DipGrad programme see the website: www.business.otago.ac.nz/tourism/teaching/DipGrad_Sportsbusiness.html. Contact Dr Richard Mitchell, Room 4.54 Commerce Building, Tel 479 8428, Email richard.mitchell@otago.ac.nz or Dr Willem Labuschagne, Director of the DipGrad Programme, Room G30, Owheo Building, Union St East, Tel 479 5735, Email: willem@cs.otago.ac.nz

POSTGRADUATE QUALIFICATIONS

Society is becoming increasingly complex. With this arises the need for skilled professionals who are not limited by narrow disciplinary boundaries. Graduates with skills that transcend disciplines of study are desperately needed to meet the complex challenges of rapid social, economic and environmental change. This is certainly the case in tourism, and explains why research skills and critical thinking are more sought after by employers than ever before. These attributes are particularly well served by postgraduate research qualifications, which are a specialisation of the Department of Tourism.

Research in the field of tourism is almost limitless in the range of disciplines that it may transcend. The Department of Tourism has links through research collaboration and supervision with scholars and departments across the University, and around the globe. The Department is ranked first in New Zealand for research in tourism. The academic staff of the Department have a wealth of individual and collective experience in research supervision, both academic and pastoral. Well established departmental policies and procedures oversee all steps in the graduate research process, from application and admission, to submission, examination and graduation. Our administrative staff offer outstanding assistance to our research students, and contribute to a research environment of mutual support and respect in the Department.

Research is challenging, as well as immensely satisfying and rewarding. The Department of Tourism philosophy is one of producing graduate researchers who are multi-skilled and highly employable. We encourage students to gain teaching experience through tutoring and lecturing, and develop presentation skills through the delivery of seminars and conference papers. Networking within ones field of scholarship is encouraged through international conference attendance, as is publication in peer-reviewed outlets such as international journals. Research students are well supported with shared office space, computing, printing and library resources. But perhaps the most invaluable resource available in the Department is the collegiality that extends across our graduate research programmes and academic staff, which is such a vital element of the research culture of the Department.

The following postgraduate Tourism qualifications are available:

- Postgraduate Diploma in Tourism (PGDipTour)
- Master of Tourism (MTour)
- Doctor of Philosophy (PhD)

Refer to end of this section for postgraduate tourism qualification requirements and to Section Five for a list of postgraduate Tourism papers. Alternatively, consult the *Guide to Enrolment or University Calendar*.

POSTGRADUATE DIPLOMA IN TOURISM (PGDipTour)

This course is designed for students who have graduated with a tourism-related bachelor's degree (BCom majoring in Tourism, BTour or similar e.g. Leisure Studies, BCom with minor in Tourism). For students who do not have an undergraduate degree in Tourism, please refer to the Diploma for Graduates in Tourism.

This course of study comprises lectures, seminars, e-learning, field and practical work. The PGDipTour enables students to further specialise in Tourism and/or is a bridging year between undergraduate study and thesis only postgraduate e.g. masters and PhD study. The course consists of a total of 144 points and can be taken on a part-time or full-time basis. The programme may be taken by full-time candidates in one year, or by part-time candidates over a period of up to three years.

You may choose from any of the 400-level papers on offer, subject to the approval of Dr Tara Duncan, Room 4.50 Commerce Building, Tel 479 3486, Email tara.duncan@otago.ac.nz. If you're considering continuing on to a Master of Tourism or PhD degree, your diploma must include TOUR 417, TOUR 422 and TOUR 480.

MASTER OF TOURISM (MTour)

The Department of Tourism offers a Master of Tourism (MTour) degree which affords students the opportunity to undertake multi- or inter-disciplinary supervised research. The programme involves one year of fulltime study (or equivalent) towards the completion of a research thesis. MTour applicants are expected to have previously completed an honours or postgraduate qualification in Tourism or related disciplines.

Entry into the masters programme is based on academic qualifications and grades, as well as the completion of research projects (e.g. honours dissertation) and performance in research methods papers (undergraduate or graduate). Acceptance into the programme may also be influenced by the research interests of applicants. Applicants are encouraged to include a short statement of their research interests with their application.

The masters thesis is an independent piece of research, but one that is closely supervised by one member of the academic staff in the Department of Tourism. In some cases, students work with a panel of two supervisors. The masters thesis offers graduate students the opportunity to examine aspects of the phenomenon of Tourism from social, commercial, environmental and scientific perspectives.

In addition the MTour programme offers students the opportunity to develop a degree of expertise in their chosen field, while many also develop valuable links with government and/or industry in the process of undertaking their research and completing their thesis.

Research topics are chosen in consultant with Associate Professor Neil Carr, Room 4.57 Commerce Building, Tel 479 5048, Email: neil.carr@otago.ac.nz.

DOCTOR OF PHILOSOPHY (PhD)

As one of the world's leading research institutes in the field of tourism and its related disciplines the Tourism Department at the University of Otago is home to an array of leading, internationally recognised researchers and has an extensive and highly active PhD programme that currently includes over thirty PhD students from across the globe. The Department has a successful record of securing scholarships for its PhD students, with 21 having been awarded scholarships from the University of Otago in the last three years. PhD scholarships are open to both domestic and international students and cover all tuition costs and provide for living expenses.

As an integral part of the PhD process the Tourism Department provides office space and a personal computer for all PhD students. In addition, financial support is provided to enable all PhD students to attend domestic and international conferences and to undertake fieldwork pertinent to their studies. Students are also encouraged to engage in tutorial and teaching opportunities (for which they are paid) where appropriate. All PhD students based in New Zealand during their candidature, irrespective of their nationality, are eligible to pay domestic level tuition fees.

The degree of Doctor of Philosophy is awarded on the basis of the submission of a thesis. The thesis should give evidence of the candidate's ability to carry out independent high quality research and provide a significant contribution to knowledge in the particular field. It is expected that some of the work in the thesis would be worthy of publication. The research should be of a kind which might reasonably be expected of a diligent and competent student after three years of full-time study.

For further information please check out our website www.otago.ac.nz/tourism/teaching/postgraduate_teaching/phd. If you are interested in pursuing a PhD in the Department of Tourism, please contact Associate Professor Hazel Tucker, Room 448 Commerce Building, Tel 479 7671, Email: hazel.tucker@otago.ac.nz.

POSTGRADUATE ENTRY REQUIREMENTS*

Qualification	PGDipCom	MTour	PhD
Entry Requirements	BCom or BTour (with a B average across 300-level Tourism papers) Or DipGrad Or equivalent (with approval from Graduate Studies Committee)	BCom(Hons) or PGDipTour for thesis only (With B+ average in dissertation) Or equivalent (with approval from Graduate Studies Committee)	BCom(Hons) MTour Or evidence of independent academic research, with approval from Graduate Studies Committee and relevant University committee
Academic Content	8 x 400-level Tourism papers To continue to MTour you will need to include TOUR 417, TOUR 422 and TOUR 480	Thesis only	Thesis only. In some cases, you be required to complete additional papers relevant to your research topic
Length	1 year full-time 3 years part-time maximum	1-2 years full-time Part-time up to 4 years maximum	2 ½ – 4 years full-time or part-time equivalent
Department Contact	Dr Tara Duncan Room 4.50 Email: tara.duncan@otago.ac.nz	Associate Professor Neil Carr Room 4.57 Email: neil.carr@otago.ac.nz	Associate Professor Hazel Tucker Room 4.48 Email: hazel.tucker@otago.ac.nz

*This is a guide only. Refer to the current *University Calendar* for full details.

PAPER DETAILS 2011

BCOM CORE PAPERS

- BSNS 102 Quantitative Analysis for Business
- BSNS 103 Marketing and Consumption
- BSNS 104 Principles of Economics 1
- BSNS 105 Management and Organisations
- BSNS 106 Information and Communication in Organisations
- BSNS 107 Understanding Accounting
- BSNS 108 Business Finance

- TOUR 101 Principles and Business of Tourism Management
- TOUX 101 Principles and Business of Tourism Management
- TOUR 102 Global Tourism
- TOUX 102 Global Tourism
- TOUR 214 Introduction to Wine Business
- TOUR 216 Sport Tourism
- TOUR 217 Tourist Behaviour
- TOUR 218 Tourism and Hospitality Enterprise Management
- TOUR 219 Destination Management
- TOUR 220 Hospitality: Theory
- TOUR 221 Special Topic in Tourism – Sustainable Transportation
- TOUR 301 Cultural and Heritage Tourism
- TOUR 303 Tourist Accommodation Management
- TOUR 304 Event and Conventions Management
- TOUR 305 Tourism Product Development
- TOUR 306 Ecotourism and Sustainable Development
- TOUR 309 Tourism Research Methods
- TOUR 411 Tourist Culture
- TOUR 415 Tourism and the Natural World
- TOUR 416 Entrepreneurship in Tourism
- TOUR 417 Tourism Analysis
- TOUR 418 Destination Management Strategies
- TOUR 419 Tourism and Regional Development
- TOUR 420 Special Topic: S2 The Food and Drink Experience

BCOM CORE PAPERS

BSNS 102 Quantitative Analysis for Business (18 points, S1, S2)

Descriptive and inferential statistics for commerce including applications to business research and practice. An introduction to statistical software, with practical work emphasising applications.

Restrictions: STAT 110, 115, QUAN 101

BSNS 103 Marketing and Consumption (18 points, S1, S2)

Introduces students to the concept of value creation through the interplay between consumer culture and marketing management, and the key elements of consumer behaviour.

Restriction: MART 102

BSNS 104 Principles of Economics I (18 points, S1, S2)

This paper introduces the analysis of predominantly market economies and how they work as a whole, both in New Zealand and international contexts.

Restrictions: ECON 101, 111, 212 MANV 101, 201

BSNS 105 Management and Organisations (18 points, S1, S2 & SS)

This paper develops understanding of individual and group behaviour, communications, and the management of operations and human resources within Organisations.

Restrictions: MANT 111, MANV 101

BSNS 106 Information and Communication in Organisations (18 points, S1, S2)

Develops understanding of the role and nature of information within an organisation, and the manner in which information is structured, processed and communicated to enable efficient and accurate decision making

Restriction: COMP 102

BSNS 107 Understanding Accounting (18 points, S1, S2, SS)

Basic financial and management accounting and an introduction to basic business law principles.

Restrictions: BSNS 101, ACCT 101

BSNS 108 Business Finance (18 points, S1, S2)

An introduction to the principles of finance, especially in the context of a business. Topics also covered include ethics in regard to handling money and relevant laws and regulations.

Restrictions: BSNS 101, FINC 101, MANV 202

UNDERGRADUATE TOURISM PAPERS

TOUR 101 Principles and Business of Tourism Management (18 points, S1, S2)

An introduction to the global principles that structure tourism, the nature and operation of the tourist industry and the impact, development and management issues that arise from tourism.

Restriction: TOUX 101

TOUX 101 Principles and Business of Tourism Management (18 points, SS)

An introduction to the global principles that structure tourism, the nature and operation of the tourist industry and the impact, development and management issues that arise from tourism.

Restriction: TOUR 101

TOUR 102 Global Tourism (18 points, S2)

The major issues in world tourism as it is differentiated on a global regional basis; integrated illustrative case studies.

Restriction: TOUX 102

TOUX 102 Global Tourism (18 points, SS)

The major issues in world tourism as it is differentiated on a global regional basis; integrated illustrative case studies.

Restriction: TOUR 102

TOUR 216 Sport Tourism (18 points, S1)

An application of tourism development concepts and themes to the subject of sport tourism. Critical consideration of theoretical and applied aspects of sport tourism in the context of their manifestations in space and time. Management implications and strategies relevant to the sustainable development of sport tourism businesses and destinations.

Prerequisite: 108 points

TOUR 217 Tourist Behaviour (18 points, S2)

An introduction to how tourist behaviour is shaped and influenced by a wide variety of internal and external stimuli in relation to tourism marketing, planning, and development processes.

Prerequisite: TOUR 101 or TOUX 101

Restriction: TOUX 217

TOUR 218 Tourism and Hospitality Enterprise Management (18 points, S2)

Highlights the unique nature of hospitality and tourism businesses. Co-creation, performance and HRM, seasonality, yield management, distribution, production and selling of 'experiences'.

Prerequisite: TOUR 101 or 108 points

TOUR 219 Destination Management (18 points, S1)

Introduction to the management of tourism destinations. Includes an examination of accessibility and supply within the tourism system, demand forecasting and crisis management, stakeholder relations, strategic planning, promotion, evaluation and issues of sustainability.

Prerequisites: TOUR 101 or TOUX 101

Restrictions: TOUR 211, 212, TOUX 211

TOUR 220 Hospitality: Theory & Practice (18 points, S1)

Introduction to the philosophy of hospitality and its commercial application, including non-commercial roots, the history of its commercialisation and modern business operations.

Prerequisites: TOUR 101 or TOUX 101 or 108 points

Restriction: TOUR 103

TOUR 221 Special Topic in Tourism – Sustainable Transportation (18 points, SS)

A major focus of the course is the automobile and its impacts and alternatives. Other transport modes (aircraft, rail, cruise ships and watercraft, cycling, snowmobiles, ATVs, and other specialised transportation) will also be considered. The course makes extensive use of multimedia (film, video and online resources) integrated into in-class lectures, discussions and presentations. Students will also participate in peer-led interdisciplinary synthesis sessions.

Prerequisites: Any 108 points

TOUR 301 Cultural and Heritage Tourism (18 points, S1)

The nature of cultural and built heritage and their relationships with tourism. Issues include: the management of cultural systems for tourism; the interpretation, promotion and development of heritage as a tourism product; strategic and other planning; the development of sustainable heritage tourism.

Prerequisite: 54 200-level points

TOUR 303 Tourist Accommodation Management (18 points, S2)

A synthesis and examination of factors influencing the operation of accommodation sector organisations and businesses. An application of the knowledge and skills from prior learning in the area of tourism and hospitality human resources management, yield management, and the environmental and managerial conditions specific to the accommodation sector.

Prerequisite: TOUR 218

TOUR 304 Event and Conventions Management (18 points, S1)

Principles of meetings, event and festival management. Topics include the significance of conventions and events, conventions and meetings design, management planning processes, methods and evaluation of conventions and events, infrastructural requirements, impacts, volunteers, sponsorship, programming, event planning and development.

Prerequisites: (TOUR 101 or TOUX 101) & TOUR 218

Restriction: TOUX 304

TOUR 305 Tourism Product Development (18 points, S2)

An introduction to analysis of existing tourism products and the development of new tourism products, including how particular narratives are constructed to tell a story to be associated with the product. Also, this paper presents a framework, within persuasive communication, for managing consumer behaviour at the site where a product is offered.

Prerequisite: 54 200-level points

TOUR 306 Ecotourism and Sustainable Development (18 points, SS, S2)

Historical context, development, structure of sustainably managed nature tourism and ecotourism. Definitions, principles, concepts and issues. Business and tourism management implications for ecotourism operations; ecotourism/nature tourism destinations; indigenous, community development reliant on the sustainable use of natural resources.

Prerequisite: 54 200-level points

Restriction: TOUX 306

TOUR 309 Tourism Research Methods (18 points, S2)

An introduction to the design and execution of tourism research methods. Emphasis is placed on using research to address issues relating to the development and marketing of tourism destinations as well as understanding tourist motivations and experiences.

Prerequisites: BSNS 102 and 54 200-level points

Restriction: TOUR 302

POSTGRADUATE PAPERS

TOUR 411 Tourist Culture (18 points, S1)

An advanced paper aimed at understanding tourists from a social and cultural perspective, including the scope and nature of tourism and tourist places.

Prerequisite: 72 300-level TOUR or TOUX points

Restriction: TOUX 411

TOUR 415 Tourism and the Natural World (18 points, S2)

An introduction to the philosophical, sociological and aesthetic issues arising from people focussing on the natural world, and specifically on nature, as a tourism product.

Prerequisite: 72 300-level TOUR or TOUX points

Restriction: TOUX 415

TOUR 416 Entrepreneurship in Tourism (18 points, S2)

Practical and theoretical considerations and the entrepreneurial skills required to operate, finance, manage and acquire tourism businesses.

Prerequisite: 72 300-level TOUR or TOUX points

Restriction: TOUX 416

TOUR 417 Tourism Analysis (18 points, S1)

The major techniques of analysis within tourism and their applications. Includes practical instruction in survey design, project identification and tourism data analysis.

Prerequisites: (BSNS 102 or QUAN 101) & TOUR 302 or TOUR 309

Restriction: TOUX 417

TOUR 418 Destination Management Strategies (18 points, S1)

An introduction to the relationships between tourism destinations, management, planning and promotion. Considers strategies relating specifically to tourist destinations, including relationships between stakeholders and tourism organisations, marketing, and the role of private operations.

Prerequisite: 72 300-level TOUR or TOUX points

Restriction: TOUX 418

TOUR 419 Tourism and Regional Development (18 points, S2)

An advanced course of study that examines the role of tourism as a factor in regional development.

Prerequisites: (TOUR 211 or TOUX 211) & (TOUR 212 or TOUX 212)

Restriction: TOUX 419

TOUR 420 Special Topic in Tourism – The Food and Drink Experience (18 points, S2)

Food and drink has become a core part of popular culture especially amongst the English-speaking middle classes. We are bombarded by ‘gastro-porn’ in a never-ending stream of magazines, film and television, literature and cookbooks. Chefs have joined the ranks of the super-celebrity and entire television channels are devoted to food and drink. Alongside this, and partly driven by it, we have seen an almost obsessive movement towards ethical consumption, organics, farmers markets, local produce and one fad diet after another. Food and drink (especially wine) have also become a focus for our (serious) leisure, with food and wine tourism, education and the development of skills in food and drink preparation, appreciation and collecting no seen as an important part of the repertoire of the middle class life style. This food ‘revolution’ has not occurred in a vacuum and has been driven by a number of socio-cultural events/movements, drawing on centuries of Western (and increasingly Eastern) food culture. This special topic explores a range of issues surrounding the experience of food and drink from three inter-related perspectives: culture, society and business.

TOUR 422 Current Issues in Tourism (18 points, S1)

An advanced course of study that examines the development of tourism studies and contemporary issues in tourism and temporary mobility.

Prerequisites: (54 200-level TOUR or TOUX points) & (54 300-level TOUR or TOUX points)

TOUR 480 Dissertation (36 points, FY)

The Dissertation is a 15 000 word independent piece of scholarly research conducted by the student under the supervision of a full-time Faculty member.

Restriction: TOUX 480

STUDENT SERVICES

More information is available on the “Study Business” section of School of Business website (www.otago.ac.nz/business).

CLASS REPRESENTATIVES

You are welcome to approach your lecturers about matters relating to your course work. The Department values feedback on courses.

Sometimes, however, you may have a suggestion that you would rather not approach a lecturer with directly. The class representative system is designed to cover such situations. At the beginning of each course all classes elect a class representative who acts as a link between students taking the course and the department, which runs the course. It is important to make a note of this person’s name and contact email address and phone number.

It is the class representative’s job to represent the students in their class. Class representatives attend Staff-Student Consultative meetings with the Bachelor of Tourism Coordinator and a senior member of academic staff. Before these meetings they let their class know that the meeting is going to take place so that students can raise any issues of concern beforehand. Then the class representative reports back to the class after the meeting.

Class representatives also pass on information from the Students’ Association and report back to the Association any issues raised by their class. Remember – class representatives are there to help you stay in touch and to give you a say in how courses are put together.

For more information on the class representative system please visit www.ousa.org.nz/classrep.php

INTERNATIONAL EXCHANGE PROGRAMME

The University has exchange agreements with more than 90 institutions including 40+ prestigious business schools in over 30 countries. The exchange programme offers students the opportunity to study overseas while only paying University of Otago fees. The School of Business offers travelling scholarships to aid students who are heading overseas on exchange. A full list of the School of Business partner schools and details of the exchange programme and scholarships can be found at www.business.otago.ac.nz. For more information, please visit the Office of the Dean (Level 3, Commerce Building) or the University’s Student Exchange Office (Clocktower Building, North End)

BUSINESS CASE COMPETITIONS

The School of Business participates in annual national and international business case competitions offering students the opportunity to test their knowledge in a competitive environment. Each competition is generally held in one day at a specific venue. Team members are given a case to solve and must devise a strategy which they then present to a panel of judges. The winning strategy wins the competition. More information is available in the Current Students section of www.business.otago.ac.nz or contact Dr John Guthrie, Room 6.12 Commerce Building, Tel: 03 479 8159, Email john.guthrie@otago.ac.nz

STUDENTS WITH DISABILITIES

If you have a disability or condition which may adversely affect your studies please let your lecturers and tutors know. They are reliant on you to make your needs known and will try to meet those needs wherever possible.

The department's Disabilities Officer has the responsibility to advise and advocate on behalf of students with disabilities and provide additional support in conjunction with the University's Disabilities Office. You can check out the Disabilities Website: www.otago.ac.nz/disabilities

Contact either:

Department of Tourism Disabilities Officer
Eric Shelton
Room 4.51
Tel: 03 479 5657
Email: eric.shelton@otago.ac.nz

Disability Information and Support
Tel: 03 479 8235
Email: disabilities@otago.ac.nz
Website: www.otago.ac.nz/disabilities

MĀORI STUDENT ACADEMIC MENTORING

The School of Business's Kaiawhina Māori, Ron Bull, and Dr Anna Thompson, Departmental Māori Liaison, offer Māori students academic advice and general information about studying at the School of Business. For more information please visit www.business.otago.ac.nz/maori

Department of Tourism Māori Liaison
Dr Anna Thompson, Room 4.34
Tel: 03 479 8057
Email: anna.thompson@otago.ac.nz

School of Business Kaiawhina Māori
Ron Bull, Room 216A
Tel: 03 479 5342
Email: ron.bull@otago.ac.nz

You may also wish to use the Student Learning Centre or the Māori Centre (Te Hūka Matauraka) to help your learning or just help you settle into the University community. The School of Business hosts an annual hui for all students of Māori descent.

PACIFIC ISLAND STUDENT ACADEMIC MENTORING

The Pacific Island Academic Mentoring Programme has been set up to provide Pacific Island students with academic support. We work alongside the Pacific Island Centre and the Pacific Island Mentoring Programmes in other divisions. Together we hold several events throughout the year aimed at enhancing students' study experience at Otago. For a full list of Pacific Island Academic Mentors please visit www.business.otago.ac.nz or contact Dr Tara Duncan, Room 4.35 Commerce Building, Tel 479 3496, Email tara.duncan@otago.ac.nz

STUDENT LEARNING CENTRE

The Student Learning Centre provides a range of services, free of charge, to assist all students in their study and learning. They provide a range of workshops throughout the year on study and learning techniques such as – essay writing, effective reading, note-taking and note-making, oral presentation skills, critical thinking, learning to learn, time management, and examination techniques. They also offer individual assistance on study-related matters. Their contact details are:

Student Learning Centre

Tel: 03 479 5786

Email: student-learning@otago.ac.nz

Website: www.otago.ac.nz/SLC

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Ron Bull
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OTHER UNIVERSITY CONTACT DETAILS

University of Otago

www.otago.ac.nz

University of Otago Contact Centre

(for initial enquiries and information)

Tel 0800 80 80 98

School of Business

www.business.otago.ac.nz

Fees Information

www.otago.ac.nz/fees

Scholarships Information

www.otago.ac.nz/study/scholarships

Māori Centre

515 & 519 Castle Street

Tel: 03 479 8305

www.otago.ac.nz/maoricentre

Pacific Islands Centre

Nina Kirifi-Alai – Manager

1 Leithbank Street

Tel: 03 479 8278

Email: pacific-islands-centre@otago.ac.nz

International Office

Archway West

Ground Floor

Tel: 03 479 8344

www.otago.ac.nz/international

Careers Development Centre

Information Services Building

Tel: 03 479 8244

www.otago.ac.nz/careers

While all reasonable efforts have been made to ensure that the information contained herein is correct at the time of going to press, matters covered by this publication are subject to change. Updated information will be available online at www.business.otago.ac.nz/tourism

GRADUATE PROFILES

ANGELA SMITH

(BCom in Management, PGDipTour in Tourism and Masters in Tourism)

Account Director at Roy Morgan Research in the Travel, Tourism and Leisure Team.

We work with Tourism clients – airlines, state tourism organisations, Tourism Australia, anyone within the Tourism industry and other international organisations. Based in Sydney for the last six years and previously based in Canberra. Roy Morgan are an Australian owned research company – research is undertaken in numerous fields and two types of research are undertaken – single source (syndicated survey) and adhoc research (qualitative and quantitative on lots of different projects with different clients).

Travel around Australia is part of Angela's role as well as meeting with clients and delivering insights. Her role is also to assist them in finding the most effective way to measure and analyse the success of campaigns and pr promotions, including brand health – this can aide state tourism organisations in understanding how successful they have been in encouraging people to visit their destinations.

While completing my postgraduate qualifications I also had the opportunity to work within the department in a number of roles. These included aiding on major research projects, and contributing to academic outputs (eg. Book chapters and research papers).

Due to the nature of the research conducted for both my post grad diploma and masters degree (and while assisting on projects), I left Otago with a sound understanding of both qualitative and quantities research methodologies. This provided me with a good base of knowledge when working with clients to suggest the most appropriate methodology for their research requirements.

A Masters Tourism degree from Otago has increased my credibility with clients, giving me a better level of research knowledge.

NICOLA BENNETT

(BSc, PGDipTour, MTour)

Marketing Manager, Army Museum, Waiouru

Originally a Cantab, I loved my years at the University of Otago where I finished up studying tourism having developed an interest in the industry through many domestic holidays with my family and because I am such a passionate New Zealander.

After graduating I worked for six years in the education sector at a couple of NZ Polytechnics as a Tourism Lecturer and later in London in a similar role during a two year OE when I spent much time travelling mainly the UK, Europe and North America.

Having moved to the central North Island to live on my husband's family farm at the base of Mt Ruapehu, New Zealand's biggest kept tourism secret, I landed an awesome job as the Marketing Manager for one of New Zealand's top Museum's, the Army Museum in Waiouru.

This is a fantastic job where I am responsible for all the marketing of a major tourist attraction. This includes: branding, market research, advertising, events, promotion, website design and maintenance, managing a large budget, PR, fundraising & sponsorship, and whatever else comes my way.

This job is extra special because the Museum has a unique role as custodian of some of New Zealand's most amazing treasures and stories. It's not just about the commercial side, it's about getting people to come learn and engage with New Zealand's history, their history.

I have had the opportunity to play key roles on some big activities including: organising large events, working with media during difficult times when the gallantry medals were stolen and returned, and a major rebranding exercise which saw the Museum become the 'National Army Museum'.



PETER WEINIG

(PGDipTour, MTour)

Tour Company Owner, Mongolia

After finishing a Postgraduate Diploma in Tourism Peter returned to Mongolia where he was running a small tour company - Blue Bandana Expeditions, outfitting active small group travel into the Mongolian countryside.

"With Mongolia being the second socialist country on earth, running a service orientated company is not always easy. While the younger generations might be able to adapt, many older people continue the tradition of Marx, Engels and Lenin with unreliability and bad service."



Luckily for Peter tourism has been booming in Mongolia for the last few years, based on travel to the endless steppes, mountains and desserts where the last true nomadic society on earth still live in traditional fashion.

In the summer of 2005 Peter was contracted by USAid to conduct a large scale visitor survey to benchmark where Mongolian tourism stood at the time. Peter was provided access to staff and considerable financial resources and consequently interviewed over 4000 visitors to Mongolia.

Peter was fortunate to be able to use this data for his Otago Master of Tourism (MTour) thesis. After completing his MTour Peter was contracted by Malaysian TV to organize the logistics of a 2 week film shoot for a travel documentary shot in NZ.

"Since then Blue Bandana Expedition has expanded considerably. We have run more trips every year and were contracted by large overseas suppliers to organize trips on their behalf."

This success has resulted in his company adding a retail division specialising in distributing and selling quality outdoor equipment.

"In early 2007 Blue Bandana Expedition were contracted to organize all logistics for Touchdown TV NZ who filmed an episode of their reality show "Shock Treatment" in northern Mongolia [scheduled to air in NZ in April 2008]."

Peter is also striving to continue his free lance work in event organisation and in 2007 was the race director of Asia's biggest multi sport race, the Wulong Mountain Quest.

For further information on Blue Bandana Expeditions visit www.activemongolia.com

MICHAEL GRACE

(BTour, PGDipTour, MTour)

Research and Development Manager, Positively Wellington Tourism

Michael found his passion for tourism during a year travelling abroad after school. Deciding what to study had been hard up to that point, but the decision of where to study followed easily.

Otago University was his first and only choice, due to the reputation of its tourism management course. His study didn't end with a Bachelor of Tourism – Michael went on to complete a Graduate Diploma in Tourism and Masters in Tourism.

“My study at Otago was an invaluable experience, as I got to learn about a diverse range of fields within tourism. It gave me the research tools and knowledge to prepare me for a career in the industry.”

Michael is working in his first role as Research and Development Manager at Positively Wellington Tourism. Positively Wellington Tourism is one of the country's leading regional tourism agencies, and runs the award-winning 'Have a Love Affair with Wellington' campaign.

It's a role Michael loves, as it gives him the chance to work across a number of facets of the capital's tourism industry. He manages the organisation's key research datasets, and plays an active role in supporting the development of tourism products. Wellington born and bred, it also gives him a chance to promote the city he calls home.

“Tourism is a really interesting industry, and my role gives me scope to keep refining my skills and knowledge. I'm lucky, as I get to continue the educational journey that started with my studies at Otago University!”

KATE DEAR

BTour (Hons), BCom

Trade Marketing Executive – Queenstown Convention Bureau,
Destination Queenstown

Location, Location, Location, and it doesn't get much better for a Tourism and Business graduate than Queenstown - the adventure capital of the world.

Kate Dear had been coming to Queenstown for weekends and school holidays her entire life, so choosing to study a degree in Tourism at Otago seemed a logical step to take.

"I completed an honours degree in Tourism and also a BCom in Management. The two disciplines complement each other really well. My Tourism degree gave me the opportunity to pursue interests that were first nurtured as a 'tourist' all those years ago."



Kate has seen Queenstown change dramatically over the years especially with regards to the tourism industry and consequently the accommodation sector.

Her CV is quite extensive in terms of holiday jobs ranging from working at fast food outlets and supermarkets, as a hotel cleaner; a luge operator; through to bar tending work and banquet supervising.

"In my position as banquets supervisor I dealt mainly with conference groups, incentives and weddings, and it gave me a great understanding of the C&I market which lead on to my current job."

Kate always wanted to work for a Regional Tourism Operator (RTO) and what better RTO to work for than the one she grew up surrounded by.

"When the job opportunity came up at Destination Queenstown I jumped at the chance to become involve

JULIA ALBRECHT
Graduate, PhD Tourism

From Münster in North-west Germany, Julia Albrecht arrived in New Zealand in late 2005 with two suitcases, an Otago Postgraduate Scholarship and ready for an adventure. Now based in Wellington, and lecturing in tourism management at Victoria University, Julia calls New Zealand home.



When researching potential universities, Julia became aware of the reputation of the University of Otago, Dunedin as a city and the Tourism Department in particular.

“With a background in geography, regional development and political sciences, tourism management emerged as an interest.”

Studying a PhD in Tourism at Otago proved to be a sure-fire way to balance academic pursuits with a good dose of the great outdoors. Julia’s fieldwork took her to the Catlins and Stewart Island, where she met many remarkable people living in the rugged Southland region.

Whilst completing her PhD Julia was able to work as an Assistant Lecturer in the Tourism Department, and the experience reinforced her dream of an academic career in tourism. This dream proved easier to achieve than expected, with two jobs being offered to Julia even before graduation.

Her advice to those considering a PhD in Tourism at Otago – do it, you will have no regrets.

“I had a great research experience, a great time all round.”



FOR MORE INFORMATION CONTACT:

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