

Around the World in 12 Weeks: Fostering student engagement in Tourism Lectures

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What is it about?

“Managing Visitor Impacts” is a 200-level Tourism Management course that provides a systematic introduction to the management of tourism impacts with an emphasis on social and cultural systems, economy and the physical environment. It aims to make students aware of global tourism impacts and to help them understand more about their role in the “Tourism Management” community of practice, locally and globally. This workshop will describe an ongoing research project that explores the opening lecture format of TOUR250, a format that incorporates music, quizzes, fact sheets, and Google Earth. This format is designed to have an impact on student engagement in learning and on their awareness and understanding of their community/ies of practice.

Why is it important?

Very little has been written about the creative use of music in university lectures. Furthermore, there is very little published literature in the higher education teaching literature in general, and in Tourism, specifically, on the impact of new technologies such as Google Earth on student motivation to attend class and to engage in active learning in lectures. This workshop will be of interest to academic staff wishing to incorporate active learning techniques in their teaching, as well as to academic development staff curious about the impact of various teaching interventions on student learning.

How the session will be run

The workshop will provide attendees with a firsthand experience of the opening format of a TOUR250 lecture, after which attendees will discuss their experience of the format, before considering the findings of a research project that reports on students’ experiences. Discussion will ensue on the theoretical underpinnings of the research project, as well as ways forward for the techniques, the research, and the course as a whole.