



SUNSET
Points →

SUSTAINABLE TOURISM LEADERSHIP

14 Day Professional Development Retreat

South Island, New Zealand

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PROGRAMME OVERVIEW

The Sustainable Eco Tourism Leadership programme will cover four main areas;

- * Sustainability in the tourism industry
- * Eco-tourism fundamentals
- * Adventure tourism fundamentals
- * Leadership in tourism and an applied project

Each of these learning areas targets a specific topic within sustainability tourism. The leadership programme will use a combination of lectures, real time case studies and activities to reinforce learnings.

Programme Content

Our programme framework, systems locations and teaching team are utilising techniques to enhance the interpersonal and intrapersonal growth development of the participants.

Interpersonal meaning 'how people get along in groups of two or more people'.

Intrapersonal meaning 'how an individual gets along with themselves'.

LEADERSHIP:

Exploring and analysing a range of core leadership and management models we work through a range of key attributes required in developing oneself into an adaptable leader.

- Entrepreneurial Leadership
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Communication and Collaboration
- Flexibility and Adaptability
- Initiative and Self Direction
- Social and Cross Cultural Skills
- Productivity and Accountability
- Accountability

On retreats, SP will utilise the innovative 'Leadership Development Experience' (LDEx) framework developed by our team in New Zealand.

LEADERSHIP DEVELOPMENT EXPERIENCE – LDEX

The essence of a good expedition is found in the process of adventure. This is about willingly and deliberately placing oneself in contexts where uncertainty is the dominant theme. Team cohesion and one's own technical skills, decision making ability and judgement will be the difference between success and failure. Expedition experiences are primal, associated with sustaining life, group belonging and self-actualisation. The memories embed deeply, the relationships are rock solid, the lessons long lasting. The whole process of adventuring, simply going where no one else has been, is enterprising. Is that not the essence of entrepreneurship?

The Leadership Development Experience (LDEx) is a high level professional development programme, 3-10 in duration, which sees participants first learning the relevant skills for a wilderness journey and then executing the journey involving different modes of travel on water and land. The LDEx framework has been developed by team members in New Zealand and honed with numerous groups of high level thinkers in a variety of international locations.

By use of LDEx, adventurous activities and workshops, personal outcomes are openly discussed and analysed. This analytical, reflective approach allows participants to ‘make sense’ of their transformation and see where valuable evolutions to their worldview. LDEx is facilitated by qualified outdoor leaders with experience in leadership and team development and includes multiple opportunities for self-reflection and peer feedback. Various models are utilised as teaching tools at different stages of the programme.

“It might be the next biggest discovery or the next best way to do things but if you don't try, you're not going to know.” – LDEx participant

Sustainable Tourism Leadership	
Duration 14 days	
Location/s : Various across the South Island of New Zealand	
Sustainability in the Tourism industry	Aim: Participants will gain knowledge and insight into sustainability theory and practise concentrating on its application specifically in relation to the sub sectors of eco and adventure tourism.
Ecotourism Fundamentals	Aim: Participants will explore the impact of humans on the natural environment whilst gaining the practical skills and knowledge to develop ecotourism opportunities in a sustainable manner.
Adventure Tourism Fundamentals	Aim: Participants will gain knowledge and insights into the Adventure Tourism industry, including international and domestic characteristics, regulations, historical context, leadership and management.
Leadership theory and practice in Tourism	Aim: To enable participants to gain knowledge of and apply various principles of leadership theory and its practical applications within the Eco and Adventure Tourism sectors.

A leader is best when people barely know they exist, worse when they despise them.

But of a good leader who talks little when the work is done, the aim fulfilled, they will say...

"We did it ourselves!"

Lao tzu

2019 PROGRAMME DATES

- 8-21 April
- 13-26 May
- 12-25 August
- 9-22 September
- 11-24 November
- 2-15 December

(additional dates can be organised on a needs basis)

PROGRAMME COST

Contact us to receive a quote

A minimum of 5 participants is required to run the programme.

PROGRAMME ITINERARY

DAY 1	ARRIVE CHRISTCHURCH AIRPORT (AM) preferably	INDUCTION & CANTERBURY MUSEUM VISIT
NIGHT 1	CHRISTCHURCH	
DAY 2	TRANZ ALPINE TRAIN To Arthurs Pass	Morning: SCENIC TRAIN JOURNEY
		Afternoon: Hiking in Arthurs Pass National Park
NIGHT 2 -4	Arthurs Pass Area	
DAY 3	Cave Stream and Castle hill site visits	Lectures & case studies
DAY 4	Arthurs Pass National Park	Briefing and preparation for LDEx (Leadership Development Experience)
DAY 5-7	Leadership Development Experience (LDEx)	Various South Island locations
Night 7 - 9	GREYMOUTH	
DAY 8	Greymouth	Lectures & case studies & relax day
DAY 9	Paparoa National Park - Punakaiki	Site visits & Case Studies; - Punakaiki, Department of Conservation Park Management - Voluntourism – Conservation Volunteers
DAY 10	Westland National Park; Franz Josef Glacier	Case Studies ; Ngai Tahu Tourism ; Franz Josef Glacier guides , Franz Josef Glacier Hotpools ;
NIGHT 10	Franz Josef Glacier	
DAY 11	Westland National Park; Franz Josef Glacier	Case Study: West Coast Wildlife Centre
NIGHT 11	GREYMOUTH	
DAY 12	HANMER SPRINGS	HANMER SPRINGS HOT POOLS
NIGHT 12	Kaikoura	
DAY 12 -13	KAIKOURA	Case Study: WHALE WATCH KAIKOURA
NIGHT 13	Christchurch	
DAY 14	CHRISTCHURCH for lectures and debriefing	Fly out/return home

EXPECTED LEARNING OUTCOMES

Sustainability in the Tourism industry

Aim: Students will gain knowledge and insight into sustainability theory and practise concentrating on its application specifically in relation to the sub sectors of eco and adventure tourism.

On successful completion of this course students will be able to:

- a. Understand and articulate a variety of theories of sustainability in their application to the natural landscape, society, and economy.
- b. Critically appraise the environmental assessment procedure through reading, discussion and practical examples.
- c. Identify principles of good practice for sustainability and sustainable development in the tourism context.
- d. Practically assess how stakeholders are engaging with sustainable development issues in Tourism.

Ecotourism Fundamentals

Aim: Students will explore the impact of humans on the natural environment whilst gaining the practical skills and knowledge to develop ecotourism opportunities in a sustainable manner.

On successful completion of this course students will be able to:

- a. Critically assess the environmental impacts of an ecotourism venture.
- b. Describe the different ways in managing the environment including maintaining biodiversity within the operational sphere of ecotourism.
- c. Describe the principles of triple and quadruple bottom line theory and their application to an ecotourism destination.

Adventure Tourism Fundamentals

Aim: Students will gain knowledge and insights into the Adventure Tourism industry, including international and domestic characteristics, regulations, historical context, leadership and management.

On successful completion of this course students will be able to:

- a. Evaluate and explain the structure and historical development of the international and domestic adventure tourism industry.
- b. Evaluate and begin planning sustainable business practises for adventure tourism operations in an international and domestic context.
- c. Demonstrate capability of assessing risk in relation to specific activities within the Adventure Tourism

Leadership theory and practice in Tourism

Aim: To enable students to gain knowledge of and apply various principles of leadership theory and its practical applications within the Eco and Adventure Tourism sectors

On successful completion of this course students will be able to:

- a. Interpret and explain various contemporary leadership theories and their practical application within society.
- b. Discuss the role of leadership and followership in society in relation to social responsibility and sustainability.
- c. Understand and articulate leader, follower relations in consideration of the greater tourism industry
- d. Assess and evaluate their own leadership potential, skills, knowledge and beliefs and design a personal plan of developing these capabilities.

PARTICIPANT REQUIREMENTS

The expectation is that the participant is currently in the tourism industry or is intending on entering the industry. A general level of fitness is required given the nature of the activities. An IELTS score of 5.0 (or in country equivalent) for English comprehension, written and verbal is desirable to get the most out of this course, otherwise having one or more participants capable of interpreting is advised.

ACCOMMODATION

Accommodation will be provided at various high quality providers and the variety of locations we visit. They are all chosen for their locations and their dedication to sustainable tourism.

CANCELLATION & REFUND POLICY

20% initial deposit due a minimum of 30 days prior to commencement. The final 80% of fees are due a minimum of 7 days prior to commencement. All fees are non-refundable, although an exception may be made in the case of a natural disaster, epidemic or other event that results in a high level government travel warning, in which case all fees will be fully refunded. Cancellations must be in writing.

CLOTHING AND EQUIPMENT

A detailed list of all clothing, personal items and equipment required by the participants to bring will be provided prior to their departure.

TRAVEL AND TRANSPORT

Participants are responsible for their own travel costs to New Zealand. Sunset Points will pick up attendees from Christchurch International Airport upon arrival in New Zealand and provide all programme related travel within New Zealand. Participants will be returned to Christchurch to disembark at the end of the programme.

ADDITIONAL INFORMATION

For additional information specific to this programme and any questions please contact:

info@sunsetpoints.com

APPENDIX 1: INSTRUCTORS

Zane Smith MSc – Entrepreneurial Leadership

Zane's Eco and Adventure Tourism career has spanned more than 20 Years. Starting as a teenager in New Zealand's Adventure Tourism sector he found his passion for the environment had a strong voice in the interpretation of natural history, ecology, culture and environmental science. During the 1990's and the early 2000's Zane owned and operated adventure tourism companies in New Zealand and travelled widely working in Eco and Adventure Tourism operations around the world. In 1997 he aptly named his white-water rafting company 'eco-rafting' and used the rafting journey to bring out the stories of nature's surroundings.

Zane has been actively engaged in bringing the theory of Ecotourism to practice and thus has been working in the tertiary education sector for the past 20 years in tandem with his operational workload. This work has taken him many places and had him involved in a variety of tourism and education operations in Australia, Italy, Turkey, Spain, Portugal, China, Philippines, Malaysia, USA, Hawaii, United Arab Emirates, Hong Kong, Scotland and Sri Lanka.

Zane is a dedicated communicator and shares his enthusiasm openly for sustainable tourism across all sectors. He operates a tourism consultancy business, and is co-founder and COO of Sunset Points – Transformational Retreats. Zane also sits on the board of the [Asian Ecotourism Network \(AEN\)](#). He has a Masters in Science (Entrepreneurial Leadership) from Edinburgh Napier University, Scotland.

Dave Ritchie MSc – Entrepreneurial Leadership

Dave has been operating in the outdoors for the last 30 years and has worked on all seven continents in a diverse range of roles. The one strand that has tied these roles together however has been that of developing people. It is this theme that dominates experiential education practiced outside and Dave is proud to be associated with New Zealand's most established Outdoor Leadership training programmes. He has a Masters in Science (Entrepreneurial Leadership) from Edinburgh Napier University, Scotland.

Zak Shaw, Tutor – BSc - Sustainability

Thriving off the uncertainty of the adventure experiences, helping students develop sound judgement and social awareness, Zak is an integral part of the Outdoor Education team at New Zealand's Tai Poutini Polytechnic. Previously Zak worked extensively internationally in the adventure tourism industry. Zak completed multiple seasons as a polar regions sea kayak guide and white water kayak instructor.

Zak's personal adventuring and work as an expedition photographer led to the successful first descents of rivers in the Himalaya and Andes mountain ranges. Zak strives to be a positive role model for students through his demeanor, and by sharing comprehensive knowledge and experience with them in his own style. He has a Bachelor in Science (Sustainability) from the Ara Institute, New Zealand.

Phil Johnstone-Coates, BCom

Having been a raft guide, ski patroller, kayak instructor and an Outward Bound facilitator, Phil has been involved in most facets of the outdoor education scene. He's spent the past seven years as the co-ordinator of New Zealand's longest standing Outdoor Education programme, where he's in the perfect place to pass on his wide range of skills and share his experience with incoming students. He has a Bachelor in Commerce from xxxx University, Canada.

Course Name	Sustainability in the Tourism industry		
Learning Outcomes	<p>Aim: Students will gain knowledge and insight into sustainability theory and practise concentrating on its application specifically in relation to the sub sectors of eco and adventure tourism.</p> <p>On successful completion of this course students will be able to:</p> <ol style="list-style-type: none"> a. Understand and articulate a variety of theories of sustainability in their application to the natural landscape, society, and economy b. Critically appraise the environmental assessment procedure through reading, discussion and practical examples c. Identify principles of good practice for sustainability and sustainable development in the tourism context d. Practically assess how stakeholders are engaging with sustainable development issues in Tourism 		
Delivery Modes, Indicative Content/Topics and Resources	<p>Delivery modes may include:</p> <ul style="list-style-type: none"> • Online learning • Whole class lecture • Field training • Practical demonstration • Small group tutorial / practical • Practical observations • Self-directed learning 	<p>Indicative Content / Topics:</p> <ul style="list-style-type: none"> • Range, history and structure of sustainability within the sector • Sustainability practice within the sector • Various sustainability theories • International and domestic statutory responsibilities for sustainability in tourism • Environmental assessment procedure and protocol 	<p>Resources may include:</p> <ul style="list-style-type: none"> • Study Guides • Textbooks and Handouts • Library and Internet • Access to Department of Conservation and various tourism operators/case studies • Simulated workplace environment
Recommended Reading:	<ul style="list-style-type: none"> • Sustainable Tourism F.D Pineda & C A Brebbia (2004) • Taking responsibility for Tourism - Harold Goodwin (2011) 		

Course Name	Ecotourism Fundamentals		
Learning Outcomes	<p>Aim: Students will explore the impact of humans on the natural environment whilst gaining the practical skills and knowledge to develop ecotourism opportunities in a sustainable manner.</p> <p>On successful completion of this course students will be able to:</p> <ol style="list-style-type: none"> Critically assess the environmental impacts of an ecotourism venture Describe the different ways in managing the environment including maintaining biodiversity within the operational sphere of ecotourism Describe the principles of triple and quadruple bottom line theory and their application to an ecotourism destination 		
Delivery Modes, Indicative Content/Topics and Resources	<p>Delivery modes may include:</p> <ul style="list-style-type: none"> Online learning Whole class lecture Field training Practical demonstration Small group tutorial / practical Practical observations Self-directed learning 	<p>Indicative Content / Topics:</p> <ul style="list-style-type: none"> Sector range, history and structure Sector risk management (environmental and physical) Sector research Ecology and biodiversity Triple and Quadruple bottom line theory Formative and summative feedback models Statutory responsibilities Sustainability practice within the sector 	<p>Resources may include:</p> <ul style="list-style-type: none"> Study Guides Textbooks and Handouts Library and Internet Access to Department of Conservation and various tourism operators/case studies Simulated workplace environment
Recommended Reading:	<ul style="list-style-type: none"> Green Growth and Travelism – Letter from Leaders (Lipman et al., 2012) Natural Area Tourism, Ecology, Impacts and Management (Newsome et al., 2002) Ecotourism (Fennell, 2015) 		

Course Name	Adventure Tourism Fundamentals		
Learning Outcomes	<p>Aim: Students will gain advanced knowledge and insights into the Adventure Tourism industry, including international and domestic characteristics, regulations, historical context, leadership and management.</p> <p>On successful completion of this course students will be able to:</p> <ol style="list-style-type: none"> Evaluate and explain the structure and historical development of the international and domestic adventure tourism industry Evaluate and plan sustainable business practises for adventure tourism operations in an international and domestic context Demonstrate capability of assessing risk in relation to specific activities within the Adventure Tourism sector 		
Delivery Modes, Indicative Content/Topics and Resources	<p>Delivery modes may include:</p> <ul style="list-style-type: none"> Online learning Whole class lecture Field training Practical demonstration Small group tutorial / practical Practical observations Self-directed learning 	<p>Indicative Content / Topics:</p> <ul style="list-style-type: none"> Sector range, history and structure Sector risk management Sector research Formative and summative feedback models Statutory responsibilities Critical Incident reporting and safety planning Health and Safety roles and responsibilities Sustainability practice within the sector 	<p>Resources may include:</p> <ul style="list-style-type: none"> Study Guides Textbooks and Handouts Access to Library and Internet Access to Department of Conservation and various tourism operators/case studies Safety Equipment / PPE First Aid kits Simulated workplace environment
Recommended Reading:	<ul style="list-style-type: none"> Adventure Tourism Management - Ralf Buckley (2010) United Nations World Tourism Organisation (UNWTO) Global report on Adventure Tourism Volume 9 		

Course Name	Leadership theory and practice in Tourism		
Learning Outcomes	<p>Aim: To enable students to gain knowledge of and apply various principles of leadership theory and its practical applications within the Eco and Adventure Tourism sectors</p> <p>On successful completion of this course students will be able to:</p> <ol style="list-style-type: none"> Interpret and explain various contemporary leadership theories and their practical application within society Discuss the role of leadership and followership in society in relation to social responsibility and sustainability Understand and articulate leader, follower relations in consideration of the greater 		

	tourism industry d. Assess and evaluate their own leadership potential, skills, knowledge and beliefs and design a personal plan of developing these capabilities		
Delivery Modes, Indicative Content/Topics and Resources	Delivery modes may include: <ul style="list-style-type: none"> • Online learning • Whole class lecture • Examined leadership theory and experiences • Expeditionary style training (LDEx) • Practical demonstration • Small group tutorial / practical • Practical observations • Self-directed learning 	Indicative Content / Topics: <ul style="list-style-type: none"> • Advanced Leadership theory • Group characteristics • Conflict resolution • Task-based roles • Formative and summative feedback models • Body Language • Verbal communication • Statutory responsibilities • Body Language • Verbal communication 	Resources may include: <ul style="list-style-type: none"> • Study Guides • Textbooks and Handouts • Access to Library and Internet • Access to Department of Conservation and various tourism operators/case studies • Simulated workplace environment
Recommended Reading:	<ul style="list-style-type: none"> • The Center for Creative Leadership Handbook of Leadership Development, 3rd Edition (Van Velsor et al., 2010) 		