

VICTORIA UNIVERSITY OF WELLINGTON

Te Whare Wānanga o te Ūpoko o te Ika a Māui



Victoria Management School

TOUR 110
TOURISM PRACTICUM

Trimester 1 2005

COURSE OUTLINE

PAPER COORDINATOR

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COURSE OBJECTIVE

The objective of this course is that students will complete 240 hours of approved industrial experience in tourism related services that will allow them to gain relevant skills and build a network of contacts within the industry.

COURSE CONTENT

Assessment of the industry experience is by a report (5000 words) to be submitted **by Thursday 12 May 2005**.

Students may undertake an applied research project in the tourism industry or allied fields as their tourism practicum.

Any questions concerning the appropriateness of work experience or research projects should be directed to the course coordinator.

ASSESSMENT

	<i>Value</i>	<i>Due date</i>
Milestone submission	-	Thursday, 17 March 2005
Final submission	100%	Thursday, 12 May 2005

The main objective of this exercise is to consolidate your knowledge and skills you have gained from the BTM so far and to develop vocational skills. Learning by doing and learning through more intense involvement is much more likely to result in real mastery and retention of the material than more passive forms of learning. That is why we encourage you to take the project report seriously and have some fun with it to explore the ideas of different courses of the BTM.

The assignment is to be presented in two parts, a **milestone submission on Thursday 17 March 2005, and a final submission on Thursday 12 May 2005**.

Milestone submission

No later than **Thursday 17 March 2005**, please let the course coordinator know what you have chosen as your focus on the project. To do this, you are expected to prepare a brief summary of your topic (500 words-about 2 pages). **Please make sure your email address is on the front page.**

It must be submitted and placed in the appropriate TOUR 110 box (**number 18**) on the mezzanine floor of Rutherford House by 4:30 p.m. on the due date. This is a useful exercise in advance of the final report. *The earlier you submit written work, the more likely that we can provide you with timely feedback that you will be able to use in preparing your final report.*

Content

- Title
- Description of topic selected
- Statement of objectives (e.g. what are the main features you expect to observe/discuss)
- Bibliography and acknowledgment of sources

Final submission

This is the project report documentation. It should be **no more than 5000 words** in length, and fully referenced to include all the literature sources you have read.

It must be submitted and placed in the appropriate TOUR 110 box (**number 18**) on the mezzanine floor of Rutherford House by **4:30 p.m. on the due date (Thursday, 12 May 2005)**.

The final report comprises two parts:

a. Introduction

- The place of work
- Its geographic location; region/city/town accompanied by a sketch map
- Length of time - number of hours - at each place
- Tasks undertaken
- Define the visitor services area
- The nature of the service/s provided – transport, accommodation, attraction, activity etc
- Who the services are provided for: mainly (a) tourists and/or (b) other visitors
- Position and relative importance of the place and tasks in the broad tourist - visitor services spectrum - centrality of tourism (may relate to location)

b. A critical appraisal of the management structure and marketing

- Describe the organisation's management system
- Comment on the management of the organisation – relate to theory
- Describe the 'culture' of the place – compare and contrast different places, reasons?
- Lines of command or control, training and supervision provided – in-house training for those on a career path
- Is there a quality appraisal system in place? If so, what is it and how does it work? If not, why?
- What is the market?
- What is the organisation's marketing strategy?
- Local or national or international?
- How important is each market sector
- How is marketing undertaken?
- How effective is the marketing programme?
- Is there an evaluation of the marketing programme, if so how is it undertaken, if not, why?
- What are the organisation's strengths?
- How are they capitalised on?
- What are the weaknesses?
- In what ways and why are they weaknesses?
- How might the weaknesses be addressed?

Students should consider all the above questions and focus on those with most relevance to their practical experience. Reports should be structured appropriately and integrate practical issues with a theoretical context where possible.

ANY QUESTIONS ANY PROBLEMS?

If you have any queries, you are welcome to contact the course coordinator by phone or email. Appointments can be made at any time that is mutually convenient.

COMMUNICATION

An e-mail list of all students will be created and will be used to communicate information to all class members.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at:

www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at:
www.vuw.ac.nz/home/studying/plagiarism.html.

