



Victoria Management School

TOUR 240

PRINCIPLES OF TOURISM MANAGEMENT

Trimester 1 2005

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Mondher Sahli

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LECTURERS

Dr Karen Smith

Room: RH 925, Rutherford House

Phone: 463 5721

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Dr Adam Weaver

Room: RH 917, Rutherford House

Email: adam.weaver@vuw.ac.nz

ADMINISTRATION ASSISTANT

Linda Walker

Room RH 927, Rutherford House

Phone: 463 5720

Email: linda.walker@vuw.ac.nz

Working Hours: 9.00-3.30 Mon-Fri

TUTORIAL CO-ORDINATOR

Heike Schänzel

Room RH120, Rutherford House

Phone: 463 6910

Email: heike.schaenzel@vuw.ac.nz

Working hours: 9.30-2.30, Mon, Wed-Fri - **Please phone or email in advance for an appointment.**

LECTURE TIMES AND LOCATION

Monday	3.40 - 4.30pm	GB LT3
Thursday	3.40 - 4.30pm	GB LT3

TUTORIAL TIMETABLE

The Tutorial Co-ordinator for Tourism is Heike Schänzel; she will be arranging the tutorial lists in the first week. Details will be posted on Blackboard and on the Tourism Noticeboards at Pipitea Campus. Tutorials will be on Monday and Thursday afternoons; please note that **there are no tutorials in week one and eight of the term.**

TUTORIAL ALLOCATION PROCEDURE

Tutorial groups will be arranged in the first lecture. There is a maximum of 14 students per tutorial class so if the list is full, do not add your name to the bottom. Confirmation of your tutorial group will be posted on Blackboard and on the Tourism Noticeboards at Pipitea Campus on *Friday 25th* February 2005. If you have any serious problems about the allocations please contact the Tutorial Co-ordinator, Heike Schänzel, Email: heike.schaenzel@vuw.ac.nz

FINAL EXAM

The three hour final exam will be held in the exam period 2nd – 18th June (date to be advised) and will cover all the chapters and associated class material (case studies and readings).

STUDENT CONTACT DETAILS

Please ensure you have your current contact details correctly recorded, including e-mail and daytime phone numbers. You can check and amend your details by going to the students section of the VUW website at <http://studentvuw.vuw.ac.nz/>. Click on the student records link, enter your student ID and PIN. Finally click on the appropriate link to update your records.

Course Objectives

1. To gain a comprehensive understanding of the general principles and practices of management and their adaptation to the development of a tourism business.
2. To examine the key sectors of the tourism industry (hospitality industry, tour operators, cruise industry, air transport industry, airports...) with particular attention to their operating environment.
3. To analyse the major components of strategic process.
4. To identify and evaluate the key issues for managing human resources in the tourism industry.
5. To conduct an audit of the operating environment of various forms of tourism businesses (small businesses, large businesses, international chains...).
6. To acquire viewpoints from tourism professionals on their business strategies and operational problems and opportunities.
7. To assess the impact of worldwide developments on the international tourism industry from a strategic perspective.
8. To contribute effectively in tutorial group discussions about tourism industry developments.

Course Content

Students considering a career in the tourism industry naturally want to understand the tourism profession in general and the various kinds of opportunities it offers. This course has been developed to provide you with a general introduction to the concepts and practices of management in the tourism industry. The lectures will focus on understanding the development of tourism operations by:

- introducing the main theoretical and conceptual approaches to tourism management and defining the scope of the operating environment.
- presenting a series of audits of the operating environment of tourism organisations and highlighting the development of a range of tourism operations from a strategic perspective.

By attending lectures, reading assigned materials, participating in tutorials and completing assignments, you will have the opportunity to develop a basic understanding of tourism management techniques upon which you can build with subsequent study and work experience.

COURSE AGENDA & SCHEDULE*

Week	LECTURE TOPIC	TUTORIALS
Week 1	<ul style="list-style-type: none"> • Course introduction • Business environment of tourism organisations I 	<ul style="list-style-type: none"> • No tutorials
Week 2	<ul style="list-style-type: none"> • Business environment of tourism organisations II • Yield management in the hospitality industry (Dr. Markus Landvogt) 	<ul style="list-style-type: none"> • Introductory tutorial (set and discuss Essay 1 and group assignment)
Week 3	<ul style="list-style-type: none"> • Online booking engines and small tourism enterprises (Dr. Markus Landvogt) • Competition in the tourism industry and economic performance I 	<ul style="list-style-type: none"> • Case-study (video)
Week 4	<ul style="list-style-type: none"> • Competition in the tourism industry and economic performance II • Impact of the environment on tourism organisations 	<ul style="list-style-type: none"> • Progress on Essay 1 • Yield management strategies for tourism organisations (group 1)**
Week 5	<ul style="list-style-type: none"> • An introduction to the strategic process • Strategic choices for tourism organisations 	<ul style="list-style-type: none"> • Information technology and Tourism (group 2) • Deadline for essay 1- Wednesday 23rd March 12:30pm
<i>MID-Trimester Break</i>		
Week 6	<ul style="list-style-type: none"> • Overview of human resource management issues in the tourism industry I (Dr. Karen Smith) • Case study- Industry speaker to be confirmed 	<ul style="list-style-type: none"> • Feedback on Essay 1 • Competition in the tourism industry (group 3)
Week 7	<ul style="list-style-type: none"> • Overview of human resource management issues in the tourism industry II (Dr. Karen Smith) • Case study- Industry speaker to be confirmed 	<ul style="list-style-type: none"> • Introduction to Essay 2 • Competitive strategy and strategic direction for tourism organisations (group 4)
Week 8	<ul style="list-style-type: none"> • Monday 25 April - NO LECTURE - UNIVERSITY CLOSED FOR ANZAC DAY • Cruise industry: Contemporary trends and patterns (Dr. Adam Weaver) 	NO TUTORIALS
Week 9	<ul style="list-style-type: none"> • Airport: sites and functions I • Airport: sites and functions II 	<ul style="list-style-type: none"> • Progress on assignment 2 • HR management issues in the tourism industry (group 5)
Week 10	<ul style="list-style-type: none"> • Aviation sector I • Aviation sector II 	<ul style="list-style-type: none"> • The Cruise industry (group 6) • Deadline for Essay 2-Wednesday 11th May 12:30pm
Week 11	<ul style="list-style-type: none"> • Case study on transport distribution channels • Relationships between the travel and credit card industry (Dr. Adam Weaver) 	<ul style="list-style-type: none"> • The airport-airline relationship (group 7)
Week 12	<ul style="list-style-type: none"> • Overview of the course and Revision • Revision (cont.) 	<ul style="list-style-type: none"> • Exam preparation • Feedback and return essay 2

* Please note that the ordering of the teaching programme may change due to the availability of

guest

speakers.

** Max 2 students per group.

READINGS

There is no set text for this course as no one book adequately covers the range of issues that will be addressed. Specific references and readings will be given throughout the course.

ASSESSMENT REQUIREMENTS

Your performance will be evaluated on the basis of:

	<i>Value</i>	<i>Due date</i>
Essay 1	20%	Wednesday, 23 March 05
Essay 2	20%	Wednesday, 11 May 05
Contributions to class discussion and Tutorial presentation	10%	
Final exam	50%	TBA

ESSAYS

The essays will explore the theoretical and practical aspects of management techniques in the tourism industry. They should not exceed 2500 words, must be fully referenced and include, where appropriate, graphs and tables. They must be submitted and placed in the appropriate TOUR 240 Box on the mezzanine floor of Rutherford House by **12:30 pm** on the due date.

Detailed guidance on the essays will be given during the tutorials held in weeks 2 and 7 but also feel free to raise any queries you might have during the other tutorials.

Late assignments will only be accepted if a suitable reason is given well **in advance of the due date**. The only exception will be on medical grounds (including a medical certificate) or in other exceptional circumstances. Any late work that does not meet these requirements will not be graded.

Essay 1 (due Wednesday 23 March-12:30pm)

ANSWER ONE QUESTION

1. Explain the main changes that information technology has introduced into the business environment of travel agents and discuss the main strategies that they are currently using to take advantage of internet e-commerce.
2. Describe the principles of yield management systems and analyse the advantages and disadvantages of these systems for tourism organisations and consumers.

Essay 2 (due Wednesday 11 May-12:30pm)

ANSWER ONE QUESTION

1. What are the main human resource management challenges facing tourism businesses? To what extent do these challenges differ depending on the size and scale of the business?
2. Choose an example of a tourism company that has pursued either vertical or horizontal integration. Describe that strategy and assess whether it creates or dissipates value for the company.

TUTORIALS

Tutorials begin in week 2 of the course (week commencing 28 February 2005). Students are required to attend 1 tutorial a week for 10 weeks. Attendance at tutorials and active involvement in discussions are an important component of the paper. If you do not attend at least 8 tutorials you will not pass the course. Exemptions from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

Each group of students will be required to give a 20-25 minute oral presentation on the tutorial topic for that week. In addition to the oral delivery, students will provide a handout summarising the presentation. Assessment will be based on the presentation and the discussion generated in class over the whole semester. Contributions will be assessed on the quality of the insights offered by the students into management concepts/theories and other issues raised by the reading material and case studies.

To make an effective contribution will require careful reading of materials/case studies prior to the class, a detailed analysis of your assigned reading, and assembly of your ideas into a structured form that allows you to effectively lead the discussion on your readings.

If students require any audiovisual equipment for the presentation (TV, video, PowerPoint presentation...), they must advise the tutor 4 days in advance by email.

MANDATORY PAPER REQUIREMENTS (Terms)

To fulfil the mandatory paper requirements for this paper you must:

1. Attend 8 of the 10 scheduled tutorial sessions.
2. Submit all essays.
3. Students who fail to satisfy the mandatory requirements for passing this paper, other than the requirement to obtain a C grade overall, will not receive a graded result, and their records will show an ungraded fail.

Penalties for Late Assignments

The Tourism Management Group has implemented a standardized late penalty for all tourism courses. Students who submit late assignments will be penalized at a rate of 5% per day (including weekends). Work will not be accepted more than two weeks after the due date. Students who do not submit an assignment before the two weeks have elapsed will not gain terms.

Extensions will only be granted under special circumstances by the course co-ordinator. Students who apply for an extension due to illness must obtain a medical certificate. Medical certificates must specify that the student is “unfit to study” or “unfit to sit an examination.” Medical certificates must also indicate the period of time involved. Please take note: workload pressures and computer problems are not a case for extension.

Please submit late assignments to Linda Walker (Rutherford House, Room 927, telephone: 463 5720). Her office hours are from 9 to 3:30.

ADDITIONAL INFORMATION

Notices for this paper will be posted on Blackboard and on the Tourism Noticeboards at Pipitea Campus and important announcements will be made at the start of lectures.

Students can obtain course information and materials via the blackboard course management system at <http://blackboard.vuw.ac.nz>. Blackboard can be accessed from both the SCS computers and any other computers with full Internet access.

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.