



Victoria Management School

**TOUR 390**  
**APPLIED TOURISM MANAGEMENT**

Trimester 1 2005

**COURSE OUTLINE**

**COURSE COORDINATOR**

**Dr. Karen Smith**

Room: RH 925, Rutherford House  
Phone: 463 5721  
Email: karen.smith@vuw.ac.nz  
Website: <http://blackboard.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 RH 120, 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*

## **Class Times and Room Numbers**

### **Lectures**

Mondays	12.40pm-1.30pm	RH LT3
Thursdays	11.30am-12.20pm	RLWY 501

### **Tutorials**

The Tutorial Co-ordinator for Tourism is Heike Schänzel; she will be arranging the tutorial lists in the first week. Tutorials will be on Thursday afternoons; there are no tutorials in the first week of the term.

The tutorials in weeks 3 and 4 (Thursday 10<sup>th</sup> and 17<sup>th</sup> March) will be held in Cybercoms lab: RW102.

Attendance at tutorials and active involvement in discussions are an important component of the course. 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.

### **Final Examination**

The final examination will be during the trimester 1 examination period: 2<sup>nd</sup> – 18<sup>th</sup> June 2005.

### **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

On completion of the requirements for this course you will be able to:	This will be assessed by		
	Exam	Assignment 1	Assignment 2
<ul style="list-style-type: none"> <li>demonstrate an understanding of the applied management context of tourism;</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>evaluate the importance and application of knowledge to the tourism sector</li> </ul>	✓	✓	
<ul style="list-style-type: none"> <li>critically evaluate the principles and practices of project/event management</li> </ul>	✓		✓

## Introduction to Course

Given the inherent uniqueness of each touristic activity the study of tourism management is often complicated by diversity and vast disparities of scale. Nevertheless it is important that generic management principles are identified whilst still retaining both a practical relevance and theoretical perspective. The study of applied tourism management at University level must therefore assume a balance between the development of practical skills and critical analysis.

The course begins by presenting an overview of the challenges of tourism management as an applied process. Tourism businesses and government need an understanding of theoretical developments and research knowledge to ensure a profitable and sustainable tourism industry. According to Brownwell (2003: 39) “principles drawn from research constitute a reliable knowledge base that enables practitioners to gain competitive advantage”, however she cautions that knowledge is “valuable only to the extent that managers can effectively implement the ideas and principles that they have acquired. Knowledge alone is insufficient to improve performance. For success, managers must be able to put knowledge to use” (p. 40).

This course explores the generic challenges and implications of applied tourism management by in-depth analysis of two illustrative themes: the application of knowledge through the interpretation of research data, and the application of theory through a critique of the practice and principles of events management. First, the importance and application of knowledge to the tourism sector is explored. One source of management knowledge is secondary data sources, such as the International Visitor Survey (IVS) data set collected by the Ministry of Tourism. Students will have the opportunity to explore this data set and evaluate its applications and the implications for tourism businesses. The second part of the course extends our understanding of knowledge application through a critique of project planning techniques as applied to the events tourism sector. We will critically examine the stages of planning, managing and evaluating events to illustrate the application of theory and knowledge by tourism practitioners.

Please note that the ordering of the teaching programme may change due to the availability of guest speakers.

<i>Week</i>	<i>Date</i>	<i>Lecture</i>	<i>Tutorial</i>
		Mondays - 12.40pm-1.30pm - RH LT3 Thursdays - 11.30am-12.20pm - RLWY 501	
1	Mon 21 <sup>st</sup> Feb	Introduction to applied tourism management	No tutorial
	Thur 24 <sup>th</sup> Feb	Applied tourism management – framework for integrating theory and practice	
2	Mon 28 <sup>th</sup> Feb	Knowledge Applications in Tourism	Introduction
	Thur 3 <sup>rd</sup> March	International Visitor Survey (IVS) – Dean Rutherford, Ministry of Tourism	
3	Mon 7 <sup>th</sup> March	Overview of special events management	IVS Workshop – in computer lab RW102
	Thur 10 <sup>th</sup> March	Events tourism and visitors	
4	Mon 14 <sup>th</sup> March	<i>Knowledge applications (cont.)</i> Secondary data sources and their application	IVS Workshop – in computer lab RW102
	Thur 17 <sup>th</sup> March	<i>Event management (cont.)</i> Introduction to project planning and events management	
5	Mon 21 <sup>st</sup> March	Identifying and evaluating best practice	Introduction to assessment 2 Evaluating events
	Thurs 24 <sup>th</sup> March	Management I – Organisational structures and decision-making	
<b>MID TRIMESTER BREAK</b>			
<b>3.00 pm Thursday 31<sup>st</sup> March – Submit assignment 1 – Note that this is during the mid-trimester break</b>			
6	Mon 11 <sup>th</sup> April	Management II – Human resource issues	Events tourism
	Thurs 14 <sup>th</sup> April	Management III – Involving and managing volunteers at events	
7	Mon 18 <sup>th</sup> April	Finance I – Generating Revenue	Managing volunteers at events
	Thur 21 <sup>st</sup> April	Finance II – Sponsorship	
8	Mon 25 <sup>th</sup> April	ANZAC DAY – No Lecture	Sponsorship and events
	Thurs 28 <sup>th</sup> April	Guest speaker – <i>tbc</i>	
9	Mon 2 <sup>nd</sup> May	Marketing I – Events marketing	Event marketing
	Thur 5 <sup>th</sup> May	<b>11.30 am Thursday 5<sup>th</sup> May – Submit Assignment 2</b> Marketing II – Events marketing – decision making and marketing communications	
10	Mon 9 <sup>th</sup> May	Evaluation I - Researching and evaluating events	Why events succeed or fail
	Thur 12 <sup>th</sup> May	Evaluation II - Event evaluation and impact assessment	
11	Mon 16 <sup>th</sup> May	Guest speaker – <i>tbc</i>	Exam preparation and course summary
	Thur 19 <sup>th</sup> May	Integration of issues – challenges in applied tourism management	
12	Mon 23 <sup>rd</sup> May	Overview of the Course/Revision	No tutorial
	Thur 26 <sup>th</sup> June	Revision (cont.)	

## **Text and Readings**

There is no set text that you should purchase for this course, you should be referring to a range of sources (including books, journals, reports and internet resources) and additional references will be given during the course.

## **Assessments**

Assessment 1 – Individual Project	20%
Assessment 2 – Individual Essay	30%
Final examination	50%

## **Exam**

The objective of the examination is to assess your understanding of materials presented in the course as a whole. The final examination will be during the trimester 1 examination period: 2<sup>nd</sup> – 18<sup>th</sup> June 2005; details will be given at a later date.

## **Coursework**

All assignments should be handed into the TOUR 390 box located on the mezzanine floor, Rutherford House. Before submitting assignments refer to the *Tourism Management Style Guide*.

Detailed guidance on the coursework assignment will be given during the tutorials held in weeks 3, 4 and 5 but also feel free to raise any queries you might have during the other tutorials.

## **ASSESSMENT 1 - INDIVIDUAL PROJECT – 20%**

**DUE: 3.00pm Thursday 31<sup>st</sup> March 2005** – *Note that this is during the mid-trimester break*

The objective of this assignment is to demonstrate your ability to use and analyse secondary data, and to evaluate the usefulness of data sources such as the International Visitor Survey (IVS) to the tourism sector. The data is accessed through Tourism Research Council New Zealand website: <http://www.trcnz.govt.nz>

You have been commissioned by Tourism New Zealand to provide a summary briefing on one of the following sectors: transport, attractions and activities, or accommodation. The assessment is in two parts; one overall grade will be given for this assignment.

### **Part a) Industry Briefing** (no more than 4 sides of A4)

**Using the IVS data, what are the key patterns of use by international tourists for your chosen sector?**

Focus on one sector:

- **Transport** – what are the main patterns of transport use by international visitors to New Zealand?
- **Attractions and Activities** – what are the main patterns of attractions and activities use by international visitors to New Zealand?
- **Accommodation** – what are the main patterns of accommodation use by international visitors to New Zealand?

### **Part b) Short report** (Word length max. 1,000 words)

**What are the applications, implications and limitations of this data for the tourism industry and government?**

### **Guidelines**

#### **Part a) Industry Briefing**

- Context: brief overview of your chosen sector in New Zealand
- Key data on patterns of use.
  - o You are not trying to summarise ALL the IVS data, rather you need to consider what data will be of most importance to your chosen sector.
  - o Your analysis should compare between different variables (e.g. by markets)
  - o You are writing a short briefing to be read by industry professions so think about:
    - Which data and analysis is the most relevant? Be selective in what you include.
    - How you visually present the data – e.g. text, tables, graphs
    - Length (max of 4 sides of A4 and it may be shorter)

#### **Part b) Short report**

- Applications and implications – how can the tourism industry and government make use of this data? Consider the tourism industry as a whole, your chosen sector, individual businesses and destinations, and government bodies
- What are the limitations of the data and its application?
- Word length: max 1,000 words

## **ASSESSMENT 2 – INDIVIDUAL ESSAY – 30%**

Maximum length: 3,000 words.

**DUE: 11.30am Thursday 5<sup>th</sup> May 2005**

**For an event of your choice, critically evaluate one management aspect (see below) and, drawing on the literature and best practice, discuss the lessons that can be learnt for future events management theory and practice.**

Choose one aspect of event management from:

- Funding (including sponsorship)
- Human Resource Management
- Marketing
- Event co-ordination and logistics
- Evaluation and impact assessment

The objective of this assignment is to critically assess the principles and practices of project/event management by the in-depth evaluation of an event.

### **Guidelines for Assessment 2**

To complete this assignment you need to either attend an event or choose an event on which you have detailed information

*Attending an event* – even though the summer period is coming to an end, there are still lots of events happening in and around Wellington. Positively Wellington Tourism’s events website is at <http://www.wellingtonnz.com/events/> and Wellington City Council’s ‘Feeling Great’ site is <http://www.feelinggreat.co.nz> . Both have searchable databases of events in and around Wellington. For further links to upcoming local events, see the assignment area of the TOUR 390 Blackboard website. You can, of course, visit an event elsewhere in the country, or the world, during the mid-trimester break.

*Non-attendance* – if you are not able to, or do not wish to, attend an event in person, then you can complete this assignment by choosing an event on which you can obtain detailed information. See the TOUR 390 Blackboard website for examples of events with good web resources. Many of these site have downloads including annual reports.

### ***Structure of the Essay***

Start with a brief **overview** of the event, including details of the programme, the location, the organisers, the main stakeholders, funding sources, and target audiences.

Focus on one aspect of event management, either:-

- Funding (including sponsorship)
- Human Resource Management
- Marketing
- Event co-ordination and logistics
- Evaluation and impact assessment

Critically evaluate your event in relation to the chosen aspect of management.

Draw on the **literature**, both **academic sources** (e.g. text books, journal articles) and **practitioner sources** (e.g. websites, reports, media articles) to frame your discussion.

Draw on **best practice** in your discussion by comparing your event to **other examples**. How are other events managed? What can your event learn from these other examples? Think about both good and bad practice? This is not just a direct comparison between your event and one other; rather, you should be drawing on a range of examples to contrast your case study event to.

Conclude by making **recommendations for future events planning** – you should consider both the **future planning of your chosen event**, and the lessons that can be learnt for **events management theory and practice in general**.

Credit will be given for evidence of wide reading and the ability to develop, structure and present material, ideas and arguments clearly and effectively. You may make use of maps, photos, tables, graphs, etc. Use the *Tourism Management Style Guide* for guidance on style and referencing.

### **Recommended Readings for Event Management**

Most of the texts are available on closed reserve and three day loan in the Commerce library.

Bowdin, G., McDonnell, I. Allen, J. & O'Toole, W. (2001) *Events Management*. Oxford, Butterworth-Heinemann.

Getz, D. (1997) *Event Management & Event Tourism*. Cognizant Communication Corp., New York.

Goldblatt, J. J. (2005) *Special Events: event leadership for a new world*. Wiley: Hoboken, N.J.

Goldblatt, J. J. and Nelson, K. S. (2001) *Dictionary of Event Management*. Wiley: New York.

Goldblatt, J. J. and Supovitz, F. (1999) *Dollars and Events: how to success in the special event business*. John Wiley & Sons: New York.

Hall, C. M., (1997) *Hallmark Tourist Events*. John Wiley and Sons, Chichester.

McDonnell, I., Allen, J., O'Toole, W. (1999) *Festival and Special Event Management*. 2<sup>nd</sup> Edition. John Wiley & Sons, Brisbane.

Silvers, J. R. (2004) *Professional Event Coordination*. Wiley: Hoboken, N.J.

Supovitz, F. (2005) *The Sports Event Management and Marketing Playbook*. John Wiley & Sons, Inc.: Hoboken, N.J.

Yeoman, I., Robertson, M., Ali-Knight, J., Drummond, S. and McMahon-Beattie, U. (2004) *Festival and Events Management: an international arts and culture perspective*. Elsevier Butterworth-Heinemann: Oxford.

### **Journals**

*Event Management* (previously *Festival Management & Event Tourism*) Cognizant Communication Corp. Available through the Library Website (Ingenta database). Case studies of tourism products and events often appear in other tourism journals, for example *Tourism Management*.



## **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.

## **Mandatory Course Requirements (Terms)**

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

1. Attend eight of the ten scheduled tutorial sessions
2. Submit all assignments.

## **Communication of Additional Information**

Additional information, and information on changes, will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials.

## **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](http://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](http://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](http://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](http://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](http://www.vuw.ac.nz/home/studying/plagiarism.html).

## **Students with Disabilities**

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available.

Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz). The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

### **Student Support**

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at [www.vuw.ac.nz/st\\_services/](http://www.vuw.ac.nz/st_services/) or email [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz).

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email [education@vuwsa.org.nz](mailto:education@vuwsa.org.nz).