

Victoria Management School

TOUR 240

**PRINCIPLES OF TOURISM
MANAGEMENT**

Trimester 1 2006

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Mondher Sahli
Room: RH 918, Rutherford House
Phone: 463 5718
Email: mondher.sahli@vuw.ac.nz

LECTURER

Dr Adam Weaver
Room: RH 917, Rutherford House
Phone: 463 5375
Email: adam.weaver@vuw.ac.nz

TUTORIAL CO-ORDINATOR

Heike Schänzel
(only until 17 March 2006)
Room RH120, Rutherford House
Phone: 463 6910
Email: heike.schaenzel@vuw.ac.nz
Please phone or email in advance for an appointment.

ADMINISTRATIVE ASSISTANT

Linda Walker
Room: RH 927, Rutherford House
Phone: 463 5720
Email: Linda.walker@vuw.ac.nz
Office Hours: 9 to 3:30pm Monday to Friday

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.

LECTURE TIMES AND LOCATION

Monday	12.40 - 1.30pm	RHLT02
Friday	12.40 - 1.30pm	RHLT02

Attendance at all lectures is strongly recommended. All important announcements concerning any alterations to the lecture programme and tutorials will be made in the lecture. Additionally, source material for further reading as well as tutorial handouts will be distributed in the lectures.

TUTORIAL ALLOCATION PROCEDURE

Tutorial groups will be arranged in the first lecture. Confirmation of your tutorial group will be posted on the Tourism Noticeboards at Pipitea Campus **at the latest on Monday morning 6th March 2006**. If you have any serious problems about the allocations please contact the Tutorial Co-ordinator.

Tutorial Time		Location (Pipitea campus)
Mon	1.40 – 2.30pm	Rooms to be advised
Mon	2.40 – 3.30pm	
Fri	10.30 – 11.20am	
Fri	11.30 – 12.20pm	
Fri	1.40 – 2.30pm	

FINAL EXAM

The 3 hour final exam will be held during the trimester 1 examination period (9th – 24th June 2006) and will cover all the chapters and associated class material (case studies and readings).

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 sector, tour operators, cruise industry, air transport industry, airports...) with particular attention to their operating environment.
3. To conduct an audit of the operating environment of various forms of tourism businesses (small businesses, large businesses, transnational corporations ...).
4. To examine the main human resource issues facing the New Zealand tourism industry.
5. To provide a list of parameters to measure, assess and analyse the performance and competitiveness of tourism organisations.
6. To outline the major components of the strategic management process.
7. To acquire viewpoints from tourism professionals on their business strategies and operational problems and opportunities.
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"> • Defining yield management and measuring its impact on B&B performance • Tourism and market power I 	<ul style="list-style-type: none"> • Introductory tutorial (set and discuss Essay 1 and group assignment)
Week 3	<ul style="list-style-type: none"> • Tourism and market power II • Marketing and Pricing strategies (case study: Interislander) 	<ul style="list-style-type: none"> • Competition in the tourism industry
Week 4	<ul style="list-style-type: none"> • Financial operations • Overview of human resource management issues in the tourism industry in NZ. 	<ul style="list-style-type: none"> • Progress on assignment 1 • The principles of yield management in the tourism industry- Case study.
Week 5	<ul style="list-style-type: none"> • Principles of strategic management process • RTOs and the Reality of Tourism Organisations in NZ 	<ul style="list-style-type: none"> • Assessment of case study proposals I
Week 6	Thursday 6th April 12.30 pm – DEADLINE for assignment 1	
	<ul style="list-style-type: none"> • Structure and Performance of an international hotel chain in NZ (Group Accor). • Strategic choices for tourism organisations 	<ul style="list-style-type: none"> • Overview of tourism performance indices
<i>MID-Trimester Break</i>		
Week 7	<ul style="list-style-type: none"> • E-commerce and information technology in small tourism enterprises. • Distribution channels and transport sector 	<ul style="list-style-type: none"> • Competitive strategy and strategic direction for tourism organisations • Discuss assessment 2
Week 8	<ul style="list-style-type: none"> • Airport: sites and functions I • Airport: sites and functions II 	<ul style="list-style-type: none"> • Feedback on assignment 1 • Distribution channels – case study
Week 9	<ul style="list-style-type: none"> • Marketing strategies of low cost carriers • The cruise industry: Contemporary trends and patterns (Dr. Adam Weaver) 	<ul style="list-style-type: none"> • Airport - case study • Progress on assignment 2
Week 10	Thursday 18th May 12.30 pm - DEADLINE for assignment 2	
	<ul style="list-style-type: none"> • Aviation sector I • Aviation sector II 	<ul style="list-style-type: none"> • The cruise industry
Week 11	<ul style="list-style-type: none"> • Relationships between the travel and credit card industries (Dr. Adam Weaver) • Case study- Industry speaker To be confirmed 	<ul style="list-style-type: none"> • Assessment of case study proposals II
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 assignment 2

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

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

To pass the paper you must obtain an overall C grade or better, including at least 40% in the final examination.

Your performance will be evaluated on the basis of:

	<i>Value</i>	<i>Due date</i>
Essay 1	20%	Thursday, 6 April 06
Essay 2	20%	Thursday, 18 May 06
Contribution to tutorials	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 Thursday 6 April-12:30pm)

- 1- With the aid of examples, identify the advantages and disadvantages of yield management strategies for small tourism organisations in New Zealand.
- 2- Outline the characteristics of the tourism and hospitality workforce in New Zealand and discuss their implications for human resource management.

Essay 2 (due Thursday 18 May-12:30pm)

- 1- Describe the different organizational forms in the global hotel business and explain why franchising and management service agreements are popular in New Zealand.
- 2- Examine the current market structure of Cook Strait (inter-island) ferry travel services. How attractive do you think this business is for new companies?

Students will prepare two copies of each essay and keep the second copy for their own reference. Students must also keep an electronic copy of their work.

Essays submitted by email will not be accepted.

TUTORIALS

Tutorials begin in week 2 of the course (week commencing 6 March 2006). Students are required to attend 1 tutorial a week for 11 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.

As a group member to the plenary and small group discussions, you are required to design, manage, facilitate and debrief a tutorial with others. Additionally, as a member of an industry consulting group, you are required to conduct two studies on tourism activities and give oral presentations in weeks 5 and 10. More information will follow in tutorials.

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 throughout the tutorial programme.

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

MANDATORY COURSE REQUIREMENTS

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

1. Attend eight of the eleven scheduled tutorial sessions.
2. Complete all assessments.
3. Obtain a grade of at least 40% on the final examination.

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard or on the 9th and Mezzanine Floors, Rutherford House notice boards. Students will be expected to check both places for notification.

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.

Left-over copies of materials distributed in class (for example, tutorial assignments and class handouts) will be made available in front of Room 927 on the 9th floor of Rutherford House.

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Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the office on (04) 463 5376.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Check with the Student Administration Office for opening times (04) 463 5376.

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.

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. 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 Coordinator, 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/ or email 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.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.