



School of Marketing and International Business

Mark 204
TOURISM MARKETING

Trimester 2 2006

COURSE OUTLINE

Contact Details

Greg Walton, Room 1117, Rutherford House, ext 5529 greg.walton@vuw.ac.nz

Class Times and Room Numbers

Wednesday	09.30 - 10.20am	RH LT1
Thursday	09.30 - 10.20am	RH LT1
Friday	09.30 - 10.20am	RH LT1

Tutorials (strictly a maximum of 14 students each)

Tutorial 1	10.30 - 11.20am	Wednesday	GBGO5
Tutorial 2	11.30 - 12.20pm	Wednesday	GB117
Tutorial 3	12.40 - 01.30pm	Wednesday	RWW126
Tutorial 4	10.30 - 11.20am	Thursday	GBGO5
Tutorial 5	11.30 - 12.20pm	Thursday	GBGO3
Tutorial 6	12.40 - 01.30pm	Thursday	GBGO3
Tutorial 7	10.30 - 11.20am	Friday	RWW125
Tutorial 8	11.30 - 12.20pm	Friday	RWW221

Tutorials begin in the third week of the course - the week beginning Monday 24th July 2006 for the remaining 9 weeks. Tuts will usually be case study discussions and will be available from our website before your tut for advanced preparation. Be aware of the difference between tutorial attendance and participation. Your tutor will mark your participation (10% of the paper)!

An examination will occur during the examination period 16 October - 12 November 2006. The examination will be 2 hour closed book.

Course Objectives

This course highlights the application of marketing principles to tourism industry businesses specifically at the small/medium enterprise (SME) level. The paper is an application of fundamental marketing principles (Mark 101 or 201) to one of New

Zealand's most important commercial sectors. It addresses the major business and marketing decisions that tourism managers have to make in their efforts to succeed in their marketing ventures.

After completion of this course, you should be able to:

- Understand marketing principles as they are applied to NZ tourism businesses.
- Understand business and marketing responses (marketing activities) to tourism opportunities.

Course Content

Date	Class Topic	Assigned Reading Textbook Chapters
Week 1		
No Tutorials		
12 Jul	Course Introduction, Outline and Timetable	None
13 Jul	Introducing Travel and Tourism	Chap. 1
14 Jul	Introducing Marketing: the Systematic Thought Process	Chap. 2
Week 2		
No Tutorials, Tutorials start NEXT WEEK.		
19 Jul	The special characteristics of Travel & Tourism Marketing	Chap.3
20 Jul	The Dynamic Business Environment (1)	Chap.4
21 Jul	The Dynamic Business Environment (2)	Chap.5
Week 3		
Tutorial No 1: case study local Wellington SME		
26 Jul	The Marketing Mix for Tourism Services	Chap.6
27 Jul	Market Segmentation for Travel and Tourism Markets	Chap.7
28 Jul	Guest Speaker TBA	(1 st assignment)
Week 4		
Tutorial No 2: case study local Wellington SME		
2 Aug	Product Formulation in Tourism	Chap.8
3 Aug	The Role of Price in the Marketing Mix	Chap.9
4 Aug	Information and Communications Technology	Chap.10
Week 5		
Tutorial No 3: case study local Wellington SME		
9 Aug	INTERNAL TEST (IN CLASS - DURATION: 40 MINUTES)	
10 Aug	Advertising and Public Relations	Chap.15
11 Aug	Sales Promotion, Merchandising, Personal Selling	Chap.16

Week 6

Tutorial No 4: feedback and discussion of internal test

16 Aug	Brochures, other print and electronic information	Chap.17
17 Aug	Distribution Channels in Travel and Tourism	Chap.18
18 Aug	Workshop, Internet Travel booking vs. Travel Agent, (case study) Workshop (1 st assignment due 18 Aug)	

NO LECTURES DURING MID-TRIMESTER BREAK

[21st August to 3rd September]

Week 7

Tutorial No 5: Feedback and discussion of first assignment

6 Sept	Direct Marketing	Chap.19
7 Sept	Workshop - Direct Marketing	Workshop
8 Sept	Marketing Research	Chap.11

Week 8

Tutorial No 6: case study local Wellington SME

13 Sept	Guest Speaker, TBA	(2 nd assignment topic)
14 Sept	Workshop - Pricing, 'Seal Coast Safari Tours Ltd'	Workshop
15 Sept	Planning Marketing Strategy	Chap.12

Week 9

Tutorial No 7: case study local Wellington SME

20 Sept	Planning Marketing Tactics	Chap.13
21 Sept	Planning Marketing Campaigns: budgeting and performance	Chap.14
22 Sept	Workshop - Planning Marketing Strategy and Tactics	Workshop

Week 10

Tutorial No 8: revision chapters 12 & 13, marketing planning

27 Sept	Marketing Visitor Attractions	Chap.21
28 Sept	Marketing Passenger Transport	Chap.22
29 Sept	Workshop - Product Levels (revision) (2 nd assignment due 29 Sept)	Workshop

Week 11

Tutorial No 9: general review of learnings, preparation for the exam

4 Oct	Marketing Accommodation	Chap.23
5 Oct	Marketing Inclusive Tours & Packages	Chap.24
6 Oct	Marketing Countries as Tourism Destinations	Chap.20

Week 12 NO TUTORIALS

11 Oct	Guest lecturer - Destination Marketing (tbc)	
12 Oct	Current or topical issues in tourism marketing	

13 Oct Course Overview and Review, Course Evaluation and Exam tips.

Expected Workload

This is a 12pt paper and you're expected to study 15 hours per week including attending lectures and tutorials.

Readings

The required text is '**Marketing in Travel and Tourism**' by Victor Middleton. 3rd Edition 2001 (Butterworth-Heinemann). Available from Victoria Book Centre on Campus. Price, about \$93. 2nd hand copies may be available. This text will be heavily used.

Assessment Requirements

An **Internal test (Multi-choice Questions) worth 20% will be held on Wednesday 9th AUGUST**. It will be a 40 minute test of your understanding of fundamental principles and terminology of marketing and tourism marketing. It will take place during the normal lecture session.

2 Case Study Assignments to be handed in to me at the end of the lecture. **Assignment 1 is due Friday 18 August. Assignment 2 is due Friday 29 Sept**. Assignments are worth 20% each. Your tutor will mark your work. **(Strictly 2000 words for each assignment or your assignment will be penalised 10% for each 100 words over the limit)**

Mark allocations are as follows:

Tutorial participation (Attend 7 out of 9 Tutorials)	10%
In-Class Test : Wednesday 9th August	20%
2 case study assignments as discussed in tutorials	2 x 20%
Final Examination	30%

To obtain a pass grade in Mark 204, you must obtain a minimum of 40% in the examination and 50% overall. You must also attend and participate in 7/9 tutorials!

Penalties

In fairness to all students and to me, I will not accept late submissions. However, I am not an unreasonable person and always receptive to mitigating circumstances such as your death. I will also not mark assignments that are 10% over the word limit! You must sit the internal test.

Mandatory Course Requirements

To obtain a pass grade in Mark 204, you must obtain a minimum of 40% in the exam and 50% overall. You must also attend and participate in 7/9 tutorials!

Communication of Additional Information

Will be posted on our Blackboard host website

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 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/ 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.