



Victoria Management School

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

Trimester 2 2006

**COURSE OUTLINE**

**COURSE COORDINATOR**

**Dr. Markus Landvogt**

Room: RH 920, Rutherford House  
Phone: 472 1000 ext 8086  
Email: markus.landvogt@vuw.ac.nz  
Office hours: Fridays  
Website: www.M3L.de

**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**

**Evelyn Inkster**

Room: RH 120  
Phone: 463 6910  
Office hours: Thursdays 9:30 to 11:30 & Fridays 13:30 to 15:30  
E-mail: Evelyn.Inkster@vuw.ac.nz

## Class Times and Room Numbers

### Lectures

Tuesday and Wednesday                      4.40pm-5.30pm                      GB LT3

### Tutorials

The Tutorial Co-ordinator for Tourism is the course coordinator and lecturer; he will be arranging the tutorial lists in the first week. Tutorials will be held on:

- Tuesday at 5:40pm (after lecture) in RH G01
- Friday at 8:30am in RWW 415
- Friday at 9:30am in RWW 415
- Friday at 12:40pm in RH G03

There are no tutorials in the first week of the term.

The tutorials in weeks 3 and 4 will be held in Cybercoms lab: rooms to be advised.

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.

## Course Objectives

On completion of the requirements for this course you will be able to:	This will be assessed by			
	Assign-ment 1	Assign-ment 2	Assign-ment 3	Exam
• demonstrate an understanding of the applied management context of tourism;			✓	✓
• evaluate the importance and application of knowledge to the tourism sector	✓	✓		✓
• critically evaluate management principles and practices in the accommodation sector	✓	✓	✓	✓

## 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 the accommodation industry. 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), Domestic Travel Survey (DTS) and Commercial Accommodation Monitor (CAM) data sets collected on behalf of the Ministry of Tourism. Students will have the opportunity to explore this data set and evaluate its applications and the implications for tourism businesses in the accommodation sector. Based on quantitative research methods further knowledge is gained by applying seasonality measures for the demand of overnight stays in New Zealand. The third part of the course extends our understanding of knowledge application through a critique of management methods applied to issues of the accommodation industry. We will critically examine the camping tourism in New Zealand as one practical example to illustrate the application of theory and knowledge by tourism practitioners.

## **Expected Workload**

Students can expect the workload, outside of class times, to be approximately 16 hours per week for each of the teaching weeks, plus 48 hours aggregated over other periods, for this course.

## **Individual and Group Work**

Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignments.

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

<i>Week</i>	<i>Date</i>	<b>Lecture</b> Tuesdays - 4.40pm-5.30pm – GB LT3 Wednesdays - 4.40am-5.30pm – GB LT3	<b>Tutorial</b> T 5.40 & F several
1	Tue 11 <sup>th</sup> July	Introduction to applied tourism management	No tutorial
	Wed 12 <sup>th</sup> July	Quantitative Analysis for applied tourism management	
2	Tue 18 <sup>th</sup> July	Available tourism data sets in New Zealand	Introduction
	Wed 19 <sup>th</sup> July	Management issues of the accommodation industry	
3	Tue 25 <sup>th</sup> July	Seasonality in Tourism	Access to tourism data sets
	Wed 26 <sup>th</sup> July	Measuring tourism seasonality	
4	Tue 1 <sup>st</sup> August	Seasonality of tourism in New Zealand	Analysis of the accommodation sector
	Wed 2 <sup>nd</sup> August	Seasonality for the accommodation industry in New Zealand	
5	Tue 8 <sup>th</sup> August	Guest speaker – to be confirmed	Measuring seasonality
	Wed 9 <sup>th</sup> August	Top 10 Holiday Park (to be confirmed)	
<b>15<sup>th</sup> August - Due date assignment 1 - to be presented in lectures and tutorials</b>			
6	Tue 15 <sup>th</sup> August	Analysis of data regarding the accommodation sector	Preparation of assignment 2
	Wed 16 <sup>th</sup> August	Further data analysis on seasonality for the accommodation industry in New Zealand	
<b>MID TRIMESTER BREAK</b>			
<b>4<sup>th</sup> September - Due date assignment 2 - Note that this is during the mid-trimester break</b>			
7	Tue 5 <sup>th</sup> September	Product concepts and management	Management issues applied to caravan parks and camping grounds
	Wed 6 <sup>th</sup> September	Organisational structure and decision making	
8	Tue 12 <sup>th</sup> September	Quality management	Management issues applied to caravan parks and camping grounds
	Wed 13 <sup>th</sup> September	Human resource management	
9	Tue 19 <sup>th</sup> September	Accounting and finance management	Management issues applied to caravan parks and camping grounds
	Wed 20 <sup>th</sup> September	Destination management and regional tourism management	
10	Tue 26 <sup>th</sup> September	Network management	Management issues applied to caravan parks and camping grounds
	Wed 27 <sup>th</sup> September	Information and communication technology management	
<b>2<sup>nd</sup> October – Due date assignment 3</b>			
11	Tue 3 <sup>rd</sup> October	Marketing management	Management issues applied to caravan parks and camping grounds
	Wed 4 <sup>th</sup> October	Internet marketing management	
12	Tue 10 <sup>th</sup> October	Environmental management	Exam preparation and course summary
	Wed 11 <sup>th</sup> October	Management issues in the accommodation industry	

## 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

	<i>Value</i>	<i>Due date</i>
Assignment 1 – Presentation of your analysis	10%	15 <sup>th</sup> August 2006
Assignment 2 – Essay on your analysis	15%	4 <sup>th</sup> September 2006
Assignment 3 – Essay on individual project	25%	2 <sup>nd</sup> October 2006
Final examination	50%	20 <sup>th</sup> Oct – 11 <sup>th</sup> Nov

## Final Examination

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 2 examination period: 20<sup>th</sup> October to 11<sup>th</sup> November.

## Coursework

All assignments should be handed into the TOUR 390 box located on the mezzanine floor, Rutherford House. Before submitting assignments refer to the 2006 *Tourism Management Style Guide*.

- **Assignments submitted by e-mail or fax will not be accepted.**
- **You should keep a hard copy and an electronic copy of all assessment work.**

Detailed guidance on the coursework assignment will be given during the tutorials held in weeks 3, 6 and 7 but also feel free to raise any queries you might have during the other tutorials.

## **ASSIGNMENT 1 – Presentation of your Analysis – 10%**

**DUE: 5.00pm Tuesday 15<sup>th</sup> August 2006**

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), Domestic Travel Survey (DTS) and Commercial Accommodation Monitor (CAM) to the tourism sector. The data is accessed through Tourism Research Council New Zealand website: <http://www.trcnz.govt.nz> and other sources provided by the lecturer.

### **Subject of presentation**

Analyse the datasets concerning one particular aspect of the accommodation sector. You can choose an aspect you are interested in. Assistance is given to help you with an interesting research question. Prepare and give a short presentation of your findings.

### **Requirements**

Your presentation should be prepared in MS Powerpoint, should have a maximum of 5 slides and should not last longer than 5 minutes.

## **ASSIGNMENT 2 – Essay on your analysis – 15%**

**DUE: 5.00pm Monday 4<sup>th</sup> September 2006**

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), Domestic Travel Survey (DTS) and Commercial Accommodation Monitor (CAM) to the tourism sector. The data is accessed through Tourism Research Council New Zealand website: <http://www.trcnz.govt.nz> and other sources provided by the lecturer.

### **Subject of essay**

Analyse the datasets concerning one particular aspect of the accommodation sector. You can choose an aspect you are interested in.

### **Requirements**

The same aspect with its findings presented earlier should be described in a short report in MS Word with a length of 1000 words within a 15% range.

## **ASSIGNMENT 3 – Essay on your analysis – 25%**

**DUE: 5.00pm Monday 2<sup>nd</sup> October 2006**

The objective of this assignment is to demonstrate your ability to analyse, critically evaluate and , drawing on the literature and best practice, discuss the lessons that can be learnt for future management decisions.

### **Subject of essay**

The accommodation industry in New Zealand faces a range of issues, which have to be tackled by the management in this industry. These issues include:

- The accommodation industry 's yield is low compared with other tourism sectors.
- The occupancy rate of the commercial accommodation sector in New Zealand is relatively low.
- The demand for overnight stays at commercial accommodation is highly seasonal.
- The wages in the accommodation sector are at the lower end for all industries in New Zealand
- The growth of tourism and the lack of skilled people is also a problem for the accommodation industry.
- The accommodation industry in New Zealand consists of a huge number of small and medium sized enterprises.

One of these problems should be considered in this essay. The essay should analyse the problem and recommend solutions for managers in the accommodation industry. You may focus on one sector within the accommodation industry.

### **Requirements**

The essay should be written in MS Word with a length of 2,500 words within a 10% range.

## **Recommended Readings for Event Management**

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

- Baum, T. (2006) *Human resource management for tourism hospitality and leisure: an international perspective*. London, Thompson Learning.
- Baum, T. and Lundtorp, S. (2001) *Seasonality in tourism*. Amsterdam, New York Pergamon.
- Buhalis, D. and Carlos C. (2006) *Tourism management dynamics: trends, management and tools*. Amsterdam; Boston. Elsevier Butterworth-Heinemann.
- Collier, A. and Brocx, B. M. (2004) *Tourism industry management*. Auckland, Pearson Education.
- Harris, P. and Mongiello, M. (2006) *Accounting and financial management: developments in the international hospitality industry*. Oxford, Elsevier.
- Hay, C. (2006) *How to grow your hospitality business: a guide for owners and managers*. Christchurch, H&H Pub..
- Kotler, P.; Bowen, J. T. and Makens, J. C. (2006) *Marketing for hospitality and tourism*. Upper Saddle River, NJ, Pearson Prentice Hall.
- Lockwood, A; Baker, M. Ghillyer A. (1996) *Quality management in hospitality: best practice in action*. London, Cassell.
- Ryan, C.; Page, S. J. and Aicken, M. (2005) *Taking tourism to the limits : issues, concepts and managerial perspectives*. Oxford, Amsterdam, Elsevier.
- Thyne, M. and Laws, E. (2004) *Hospitality, tourism, and lifestyle concepts: implications for quality management and customer satisfaction*. New York, Haworth Hospitality Press.
- Veal, A.J. (1997) *Research methods for leisure and tourism: a practical guide*. London, Pitman.

## **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

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

1. Attend eight of the ten scheduled tutorial sessions,
2. Submit all assignments, and
3. Obtain a grade of at least 40% on the final examination.

If your overall mark is 50 percent or above, but you do not meet one or more of the above mandatory course requirements then a fail grade of 'K' will be awarded:

## 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.

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

## 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.

## Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the *2006 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

### Faculty of Commerce and Administration Offices

#### Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

#### Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.



## General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at [www.vuw.ac.nz](http://www.vuw.ac.nz).

### Student 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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at [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. The University defines plagiarism as follows:

*The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.*

It is still plagiarism even if you re-structure the material or present it in your own style or words.

*Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.*

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz). The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

### **Student Support**

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz)) is 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/).

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email [education@vuwsa.org.nz](mailto:education@vuwsa.org.nz)) is located on the ground floor, Student Union Building.

### **Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)**

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta  
Room 210, Level 2  
Railway West Wing  
Tel. (04) 463 8997  
Email: [Puawai.Wereta@vuw.ac.nz](mailto:Puawai.Wereta@vuw.ac.nz)

Fa'afai Seiuli  
Room 109 B  
14 Kelburn Parade  
Tel. (04) 463 5842  
Email: [Faafoi.Seiuli@vuw.ac.nz](mailto:Faafoi.Seiuli@vuw.ac.nz)