



## Victoria Management School

### **TOUR 411**

## **Advanced Tourism Marketing**

2006 Trimester 2

Course Outline

### **COURSE COORDINATOR**

Laurel Reid, Ph.D.

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### **ADMINISTRATIVE ASSISTANT**

Linda Walker

Room RH 927, Rutherford House  
Phone: 463 5720  
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Fax: 463 5180

### **CLASS TIME AND LOCATION**

Mondays                      09.30 - 12.20 p.m.                      RWW 414

## COURSE PERSPECTIVE

This course addresses strategic marketing management issues and challenges faced by Destination Marketing Organizations (DMOs) and tourism enterprises. The course focuses on both domestic and international markets and highlights the interdependency of travel and hospitality enterprises, takes a cross-functional approach, where strategic tourism marketing is integrated with other management areas and includes such topics as travel market identification, designing and managing visitor experiences, distribution channel complexity, destination positioning, promotion and pricing.

## COURSE OBJECTIVES/OUTCOMES

### After taking this course, students will:

1. Become familiar with the marketing management issues and challenges faced by tourism enterprises as well as Destination Marketing Organizations (DMOs) at the National and Regional levels.
2. Demonstrate an understanding of tourism product/service marketing concepts, issues and models.
3. Examine both domestic and international travel markets and how secondary data can be strategically used to plan for tourism marketing.
4. Understand the rationale for government involvement in tourism marketing at the regional and national levels.
6. Apply theoretical concepts to practical solutions by developing a tourism marketing plan for a product/service or destination.

## LEARNING APPROACH

Class sessions will be highly participatory. Guest speakers, cases and class projects are used to apply theories. Students are expected to attend class, read assigned material ahead of class and take an active role in discussion. Encouraged: questions, sharing ideas and experiences and bringing relevant business/trade articles to discuss in class.

## READINGS

There is no set text for this course. Required readings will be provided and are noted on the class schedule. In addition, students should refer to a range of sources (including books, journals, reports and internet resources). Additional references will be provided during the course.

## EXPECTATIONS

- Students are expected to attend all classes and actively participate in discussions. All important announcements concerning the course will be made during class.
- Assigned readings are to be completed **prior to class** so that relevant issues can be discussed and uncertainties clarified. Each week, the lecturer will provide questions on the readings to guide class discussion.
- All written assignments must be typed and double-spaced on standard size paper. Students should prepare two copies of each hand-in and keep the second copy for their own reference as well as an electronic copy of their work. ***Please note: Written work submitted by e-mail will not be accepted.***

## COURSE REQUIREMENTS and ASSESSMENT\*

There are five requirements for this course, as follows\*:

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|--|-----|
| 1. Essay                               | 35% |
| 2. Seminar Presentation on Essay Topic | 10% |
| 3. Tourism Marketing Plan              | 35% |
| 4. Tourism Marketing Plan Presentation | 10% |
| 5. Class Participation                 | 10% |

\* Note: Grading criteria for each component will be presented in class. Specific requirements are outlined below:

**1. Essay 35% Due date: Tuesday 8<sup>th</sup> August – Noon**

Students will choose a marketing topic and write a 2,400-3,000 word (12-15 pages) essay on a tourism marketing topic of one's choice or one of the topics noted below. Work must be original and topics must be approved by the lecturer. Suggested topics must be refined and specific but might be drawn from the following broad areas:

- Marketing techniques for a specific destination
- Marketing elements for culture/heritage or environment, nature-based tourism.
- Marketing challenges/issues in cruise, gaming, special events, theme parks, attractions, SME's, a specific sector or tourism products/experiences
- Role of distribution, price or promotion in marketing destinations or travel services

**2. Oral Presentation on Essay Topic 10% 14<sup>th</sup> August**

Students will make a 25-30 minute presentation which summarizes the essay noted above and presents the topic in an engaging and inviting manner.

**3. Tourism Marketing Plan 35% Due date: One week after the Marketing Plan Presentation**

Students will complete a tourism marketing plan for a tourism product/service or destination of their choice. The plan will also address several elements discussed during the semester, including: an overview of the product/service or destination, target markets (size, scope, forecasts/projections), competition, service positioning and branding, delivery design, distribution, promotion/education, pricing and costing as well as human resource/financial considerations and timeline for implementation. The marketing plan is due ONE WEEK following the tourism marketing plan presentation.

**4. Tourism Marketing Plan Presentation 10% 2<sup>nd</sup> & 9<sup>th</sup> October**

Students will present the elements of the above plan in class in a 30-35 minute presentation, due on the dates outlined on the course schedule.

**5. Class Participation 10% Weekly**

A successful class is based on student participation. Students are expected to attend class and complete class readings PRIOR to class so they can fully participate in class discussions and exercises. If students are away, the entire class suffers. In class work will focus on the readings and the tourism marketing plan. Questions on readings will be distributed in class; students will be asked to submit short answers to these questions the day of the topic under investigation. If you cannot attend class, please contact the lecturer.

## TOUR 411 Schedule\*

Date	Unit	Topic	Readings	Notes, Assignments, Due Dates
July 10	Unit 1	<b>Introduction, Marketing Elements and Markets;</b> <b><i>Guest Speaker:</i></b> Charlotte Clements, VUW Commerce Library	Course Overview, Expectations; Introduction to Advanced Tourism Marketing; Advanced Database Searches for Tourism Marketing in the VUW Library	
July 17	Unit 2	<b>Travel Market Identification; Travel Distribution</b>	<b>1.</b> Laws, Eric, "Marketing Tourism Services" (Chapter 1), in <i>Tourism Marketing: Quality and Service Management Perspectives</i> , E. Laws et al (Eds.), Continuum: London and New York, 2002, 3-18. <b>2.</b> Pearce, D.G. & R. Tan, "The Distribution Mix for Tourism Attractions in Rotorua, New Zealand", <i>Journal of Travel Research</i> , Vol. 444, February 2006, 250-258. <b>3. Website:</b> Review <www.tourismnewzealand.com>: a) Market Research: Visitor Arrivals, Trends & Forecasts, Visitor Satisfaction, Other Research, Market Guides, and b) Industry Resources: Working Internationally.	Submit Essay Topics
July 24	Unit 3	<b>Destination Marketing: The NTO;</b> <b><i>Guest Speaker:</i></b> Cas Carter, General Manager Corporate Communications, Tourism New Zealand	<b>1. Website:</b> Review <www.tourismnewzealand.com>: All Other Website Elements; <b>2.</b> Laws, Eric, "Marketing Destinations, Service Quality and Systems Considerations," (Chapter 4), in <i>Tourism Marketing: Quality and Service Management Perspectives</i> , E. Laws et al (Eds.), Continuum: London and New York, 2002, 59-72. <b>3.</b> Hassan, Salah. "Determinants of Market Competitiveness in an Environmentally Sustainable Tourism Industry", <i>Journal of Travel Research</i> , Vol. 38, February 2000, 239-245.	<b>Develop 3 questions for Cas Carter;</b> Meet for Class as usual; 10:30 at TNZ office
July 31	Unit 4	<b>Destination Marketing: The RTO;</b> <b><i>Guest Speaker:</i></b> Jo Heaton, International Marketing Manager, Positively Wellington Tourism	<b>1. Website:</b> Review <www.wellingtonnz.com>: All: esp. Conventions, Media, Travel Trade and Education. <b>2.</b> "International Marketing Alliances Come to Life", <i>Tourism News</i> , June 2006, 23.	<b>Develop 3 questions for Jo Heaton;</b> Meet for Class as usual; 10:30 at PWT office
August 7	Unit 5	<b>Tourism Marketing Partnerships</b>	<b>1.</b> Telfer, David J., "Canadian Tourism Commission's Product Clubs," (Case E), in <i>Tourism Marketing: Quality and Service Management Perspectives</i> , E. Laws et al (Eds.), Continuum: London and New York, 2002, pp. 126-139. <b>2.</b> Mistilis, Nina and R. Daniele, "Challenges for Competitive Strategy in Public and Private Sector Partnerships in Electronic National Tourist Destination Marketing Systems", <i>Journal of Travel and Tourism Marketing</i> , Vol. 17 (4), 2004, 63-73.	TEXT for Telfer article on RESERVE in Commerce Library G155 A1 L425 TM; <b>Essay Due Tuesday, August 8 - Noon.</b>
August 14	Unit 6	<b>Seminar Presentations</b>		20-25 Minutes Each
August 21 & 28		MID-TRIMESTER BREAK		Continued.....

## TOUR 411 Schedule\* (continued)

Date	Unit	Topic	Readings	Notes, Assignments, Due Dates
Sept 4	Unit 7	<b>Niche Markets, Repeat Markets, Market Segmentation</b>	Overview of Marketing Plan & Expectations; <b>1.</b> Hyde, Kenneth F and R. Lawson, "The Nature of Independent Travel", <i>Journal of Travel Research</i> , Vol. 42, August 2003, p. 13-23. <b>2.</b> Morai, D.B. D. L. Kerstetter, and C.M. Yarnal, "The Love Triangle: Loyal Relationships Among Providers, Customers and Their Friends," <i>Journal of Travel Research</i> , Vol. 44, May 2006, 379-386.	Submit Marketing Plan Topic; Presentation Date Confirmation
Sept 11	Unit 8	<b>New Product/Service Development &amp; Innovation;</b> <b>Guest Speaker:</b> Phillip Stewart, Tourism Co-ordinator, Karori Wildlife Sanctuary	<b>1. Website:</b> Review Website: <sanctuary.org.nz>: All, including "What's New" <b>2.</b> Mitchell, Richard D., and C.M. Hall, "Seasonality in New Zealand Winery Visitation: An Issue of Demand and Supply," <i>Journal of Travel and Tourism Marketing</i> , Vol. 14, No. 3/4, 2003 pp. 155-173. <b>3.</b> Ryan, Chris and O. Higgins, "Experiencing Cultural Tourism: Visitors at the Maori Arts and Crafts Institute, New Zealand," <i>Journal of Travel Research</i> , Vol. 44, February 2006, 308-217. <b>4.</b> Lee, So Yon, J.S. Reynolds and L.R. Kennon, "Bed and Breakfast Industries: Successful Marketing Strategies," <i>Journal of Travel and Tourism Marketing</i> , Vol. 14 (1), 2003, 37-53.	
Sept 18	Unit 9	<b>Tourism Promotion</b>	<b>1. Website:</b> Review: <www.tourismnewzealand.com>: a) Marketing Your Product <b>2.</b> Hudson, Simon and J.R. Brent Ritchie, "Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives," <i>Journal of Travel Research</i> , Vol. 44, May 2006, 387-396. <b>3.</b> Law, Rob, "Internet and Tourism -- Part XIX: Hotwire," <i>Journal of Travel and Tourism Marketing</i> , Vol. 19 (1), 2005, 57-59.	
Sept 25	Unit 10	<b>Tourism Positioning, Branding, Pricing</b>	<b>1.</b> Scott, Noel, "Branding the Gold Coast for Domestic and International Markets," (Case J) in <i>Tourism Marketing: Quality and Service Management Perspectives</i> , E. Laws et al (Eds.), Continuum: London and New York, 2002, 197-211.	TEXT for Noel Article on RESERVE in Commerce Library G155 A1 L425 TM
Oct 2	Unit 11	Marketing Plan Presentations		Plan Due One Week After Presentation
Oct 9	Unit 12	Marketing Plan Presentations		Plan Due One Week After Presentation
			* Schedule Subject to Change; Additional Readings may be Provided	

## **Expected Workload**

Students can expect the workload, outside of class times, to be approximately 10 hours per week for each of the teaching weeks, plus 30 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.

## **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 **seven days** after the due date. Students who do not submit an assignment before the **seven days** have elapsed will not meet the Mandatory Course Requirements.

Extensions will only be granted under special circumstances by the course coordinator. 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). As noted on the first page, Linda’s office hours are from 9:00 am to 3:30 pm.

## **Mandatory Course Requirements**

To fulfill the mandatory course requirements for this paper students must submit all assignments by the specified due dates and attend at least 10 classes in order to pass the course. In addition, all questions assigned for class readings must be completed and handed in for the relevant readings (specified on the class schedule).

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 class.

Left-over copies of materials distributed in class (for example, tutorial assignments and class handouts) will be available from the lecturer.

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