

Victoria Management School

TOUR 240

**PRINCIPLES OF TOURISM
MANAGEMENT**

Trimester 1 2007

COURSE OUTLINE

COURSE CO-ORDINATOR

Dr Mondher Sahli

Room: RH 916, Rutherford House

Phone: 463 5718

Email: mondher.sahli@vuw.ac.nz

Website: <http://blackboard.vuw.ac.nz/>

LECTURER

Dr Karen Smith

Room: RH 925, Rutherford House

Phone: 463 5721

Email: karen.smith@vuw.ac.nz

TUTORIAL CO-ORDINATOR

Lucy Beer

Room: RH 120, Rutherford House

Phone: 463 6910

Email: lucy.beer@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

LECTURE TIMES AND LOCATION

Wednesday	2.40 - 3.30pm	GB LT 2
Friday	2.40 - 3.30pm	GB LT 2

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 readings as well as tutorial handouts will be distributed in the lectures.

Final Examination

This course has a three hour final examination and will cover all the chapters and associated class material (case studies and readings). The examination period will be from 8th – 27th June 2007.

Course Objectives

This course is designed to prepare students for a professional career in tourism management by providing them with the opportunity to apply management principles and concepts in the context of contemporary tourism.

Studying Tour 240 course will give students the opportunity to:

1. gain a comprehensive understanding of the general principles and practices of management and their application to the development of a tourism business.
2. study the underpinning theories, models and approaches used in tourism management
3. learn how to effectively apply the principles of yield management in the tourism industry.
4. develop an understanding and appreciation of how to evaluate the potential of a tourism business
5. examine the main human resource management issues facing the tourism industry within domestic and international contexts.
6. acquire viewpoints from tourism professionals on their business strategies and operational problems and opportunities.
7. contribute effectively in tutorial group discussions about tourism industry developments.

Skills

In meeting these objectives, this course will prepare students for a professional career in tourism management by providing them with the opportunity to:

- gain industry specific management expertise
- have a sound understanding and a critical awareness of contemporary tourism management issues
- conduct an audit of the operating environment of a range of tourism businesses (SMTOs, large organizations, hotel chains...) within domestic and international contexts
- assess the performance and competitiveness of tourism organizations
- contribute effectively to discussions about tourism industry developments.
- apply their knowledge to a variety of questions on tourism management issues and to improve their communication skills.

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 students 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.

Expected Workload

Students can expect the workload to be approximately 15 hours per week (22 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Lectures: **2:40- 3.30 p.m. Wednesdays and Fridays- Room: GB LT2**

COURSE AGENDA & SCHEDULE*

Week	LECTURE TOPIC	TUTORIALS
Week 1	<ul style="list-style-type: none"> • Course introduction • Business environment of tourism organisations 	<ul style="list-style-type: none"> • No tutorials
Week 2	<ul style="list-style-type: none"> • Pricing strategies • Principles of yield management in tourism 	<ul style="list-style-type: none"> • Introductory tutorial (set and discuss Essay 1 and group assignment)
Week 3	<ul style="list-style-type: none"> • Yield Management Practices • Market analysis and competition I 	<ul style="list-style-type: none"> • Principles of yield management in the tourism industry.
Week 4	<ul style="list-style-type: none"> • Key elements of business planning • The day-to-day experiences of opening a new tourism business: The case of Holiday Inn hotel in Wellington. 	<ul style="list-style-type: none"> • Progress on assignment 1 • Competition in the tourism industry (group 1)
Week 5	<ul style="list-style-type: none"> • Market analysis and competition II • Introduction to strategic management process I 	<ul style="list-style-type: none"> • Business planning (group 2)
Week 6	Wednesday 4th April 12.30 pm – DEADLINE for assignment 1	
	<ul style="list-style-type: none"> • Introduction to strategic management process II • Friday 6th April - No lecture - University closed for Good Friday 	<ul style="list-style-type: none"> • Strategic direction for tourism organisations (group 3) • No tutorials on Friday 6th April University closed for Good Friday
<i>MID-Trimester Break</i>		
Week 7	<ul style="list-style-type: none"> • Wednesday 25th April - No lecture - University closed for Anzac Day • Case study- Industry speaker to be confirmed. 	<ul style="list-style-type: none"> • No tutorials on Wednesday 25th April - University closed for Anzac Day. • Strategic direction for tourism organisations (group 3)
Week 8	<ul style="list-style-type: none"> • Overview of human resource management issues in the tourism industry I (Dr Karen Smith) • Overview of human resource management issues in the tourism industry II (Dr Karen Smith) 	<ul style="list-style-type: none"> • Feedback on assignment 1 • Discuss assessment 2
Week 9	<ul style="list-style-type: none"> • Surface transport distribution channels in New Zealand • Airport: sites and functions 	<ul style="list-style-type: none"> • HR management issues in Tourism (group 4) • Progress on assignment 2
Week 10	<ul style="list-style-type: none"> • Aviation sector I • Aviation sector II 	<ul style="list-style-type: none"> • The Cruise Industry: contemporary trends and patterns (group 5)
Week 11	Wednesday 23rd May 12.30 pm - DEADLINE for assignment 2	
	<ul style="list-style-type: none"> • Marketing strategies of low cost carriers • Case study- Industry speaker To be confirmed 	<ul style="list-style-type: none"> • Air Transport- case study (group 6)
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>
Assessment 1	20%	Wednesday, 4 April 07
Assessment 2	20%	Wednesday, 23 May 07
Contribution to class discussion and tutorial presentation	10%	
Final exam	50%	TBA

ASSESSMENTS

The assessments 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 assessments will be given during the tutorials held in weeks 2, 8 and 9 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.

Assessment 1- Essay (due Wednesday 4 April-12:30pm)

- 1- With the aid of examples, explain the main changes that yield management techniques with information technology have introduced into the business environment of tourism organisations in New Zealand.

Or

- 2- Examine the current market structure of the hospitality sector in Wellington. How attractive do you think this business is for a new large luxury hotel chain?

Assessment 2- Report (due Wednesday 23 May-12:30pm)

The task will be to apply your knowledge of business planning to the development of a new small “boutique hotel” in a particular destination in New Zealand. You will act as a tourism consultant and produce a report with recommendations on how to develop a successful business plan for this kind of tourism business.

Details and assignment guidance will be provided in class in week 6 and in the tutorials in week 8 and 9.

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

Assessments submitted by email will not be accepted.

TUTORIALS

Tutorials begin in week 2 of the course (week commencing 5 March 2007). Students are required to attend 1 tutorial a week for 10 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.

Each group of students (2 or 3 per group) will be required to give a 20-25 minute oral presentation on the tutorial topic for that week. In addition to the oral delivery, students will provide a handout summarising the presentation. Assessment will be based on the presentation and the discussion generated in class over the whole semester. 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.

To make an effective contribution will require careful reading of materials/case studies prior to the class, a detailed analysis of your assigned reading, and assembly of your ideas into a structured form that allows you to effectively lead the discussion on your readings.

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

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.

Penalties

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 7 days after the due date. Students who do not submit an assignment before the 7 days have elapsed will not meet the Mandatory Course Requirements.

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.
3. Obtain a grade of at least 40% on the final examination.

Students who fail to satisfy the mandatory course requirements for this course but who obtain 50% or more overall, will be awarded a “K” fail grade. Standard fail grades (D or E) will be awarded when the student’s overall course mark falls below the minimum pass mark, whether or not the mandatory course requirements have been satisfied.

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.

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 on the 9th floor of Rutherford House.

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 *2007 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

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Email Contact

Students wishing to contact staff by email should adhere to the following instructions: Include the Course Code, your Name, your Student ID and the Topic in the subject area of the email, eg

TOUR240_Smith_Pauline_3000223344_Ass1 Query

All students must use their VUW SCS email account and ID. Otherwise, email will be classified as Spam and will be dumped without being read. All emails with attachments will be dumped, unless requested by staff.

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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.