



Victoria Management School

TOUR 390
APPLIED TOURISM MANAGEMENT

Trimester 1 2007

COURSE OUTLINE

COURSE COORDINATOR

Dr. Karen Smith

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ADMINISTRATION ASSISTANT

Linda Walker

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TUTORIAL CO-ORDINATOR

Lucy Beer

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Class Times and Room Numbers

Lectures: **Monday & Friday** **9:30 to 10:20am** **GB LT1**

Tutorials To be advised in the first week of lectures

Final Examination

This course has a three hour final examination. The examination period will be from 8th – 27th June 2007.

Course Objectives

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: 39-40) “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”. The broad aim of this course is further develop you ability to ‘put knowledge to use’.

This course seeks to consider the challenges of tourism management as an applied process by:

1. Evaluating the importance and application of knowledge in the tourism sector
2. Developing an understanding of the range of sources of knowledge that can be utilised by tourism managers, including theory, primary and secondary research, and best practice
3. Familiarising students with a large tourism data set such as the International Visitor Survey (IVS) and using it to address a specific purpose
4. Applying management concepts to practical situations through consideration of specific tourism and event examples

Skills

In meeting these objectives, this course will give the opportunity to develop a variety of skills, specifically the ability to:

1. Understand the role and importance of applying concepts and research knowledge to the management of tourism
2. Identify, access and evaluate a range of sources of tourism research and best practice
3. Apply tourism management theory and best practice in order to evaluate examples of special events, and identify lessons for theory and practice
4. Access, select and interpret tourism statistics (such as the International Visitor Survey) for a specific purpose
5. Use computer software to facilitate the interpretation of large amounts of secondary data
6. Communicate information in formats appropriate to a range of audiences, including practitioners

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

<i>Week</i>	<i>Date</i>	<i>Lecture</i>	<i>Tutorial</i>
		Mondays – 9:30-10:20am – GB LT1 Fridays – 9:30-10:20am – GB LT1	
1	Mon 26 Feb	Introduction to applied tourism management	No tutorial
	Fri 2 March	Applied tourism management – framework for integrating theory and practice	
2	Mon 5 March	Knowledge Applications in Tourism – an introduction to secondary data sources	Introduction
	Fri 9 March	International Visitor Survey (IVS) – Guest speaker: Dr Markus Landvogt, Senior Research Analyst, Ministry of Tourism	
3	Mon 12 March	Overview of special events management	IVS Workshop – in computer lab
	Fri 16 March	Introduction to project planning and events management	
4	Mon 19 March	<i>Knowledge applications (cont.)</i> Secondary data sources and their application – 1	IVS Workshop – in computer lab
	Fri 23 March	Secondary data sources and their application – 2	
5	Mon 26 March	<i>Event management (cont.)</i> Identifying and evaluating best practice	Introduction to assessment 2 Evaluating events
	Fri 30 March	Events tourism and visitors	
6	Mon 2 April	Management I – Organisational structures and decision-making	Managing an event
	Wed 4 April (noon)	SUBMIT ASSESSMENT 1	
	Fri 6 April	No Lecture (Good Friday)	
MID TRIMESTER BREAK			
7	Mon 23 April	Management II – Human resource issues	Events tourism
	Fri 27 April	Management III – Involving and managing volunteers at events	
8	Mon 30 April	Finance I – Generating Revenue	Managing volunteers at events
	Fri 4 May	Finance II – Sponsorship	
9	Mon 7 May	Marketing I – Events marketing	Sponsorship and events
	Wed 9 May (noon)	SUBMIT ASSESSMENT 2	
	Fri 11 May	Marketing II – Events marketing – decision making and marketing communications	
10	Mon 14 May	Guest speaker – <i>tbc</i>	Event marketing
	Fri 18 May	Evaluation I - Researching and evaluating events	
11	Mon 21 May	Evaluation II - Event evaluation and impact assessment	Why events succeed or fail
	Fri 25 May	Integration of issues – challenges in applied tourism management	
12	Mon 28 May	Overview of the Course/Revision	Exam preparation and course summary
	Fri 1 June	Revision (cont.)	

Assessments

Assessment 1 – Individual Project	20%	12 noon, 4 th April
Assessment 2 – Individual Essay	30%	12 noon, 9 th May
Final examination	50%	8 th – 27 th June 2007

Expected Workload

Students can expect the workload to be approximately 16 hours per week (24 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Coursework

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

Assessment 1 - Individual Project – 20%

Due: Wednesday 4th April 2007: 12 noon

The objective of this assignment is to demonstrate your ability to access, use and interpret secondary data, and to evaluate the usefulness of large data sets to the tourism sector. You will be using the International Visitor Survey (IVS) and the data is accessed through Tourism Research Council New Zealand website: <http://www.trcnz.govt.nz>

The assessment is in two parts; one overall grade will be given for this assignment.

Part a) Industry Briefing (no more than 4 sides of A4)

You have been commissioned by the Ministry of Tourism to provide a summary briefing for the tourism sector on one of the following sectors: transport, attractions and activities, or accommodation.

Focus on one sector:

- **Transport – Using the IVS data set, what are the main patterns of transport use by international visitors to New Zealand?**
- **Attractions and Activities – Using the IVS data set, what are the main patterns of attractions and activities use by international visitors to New Zealand?**
- **Accommodation – Using the IVS data set, what are the main patterns of accommodation use by international visitors to New Zealand?**

Part b) Short report (Word length max. 1,000 words)

What are the potential applications of the IVS data for the tourism industry and government? Evaluate the advantages and limitations of using this data source.

Part a) assesses your achievement of course objectives 2 and 3 and of skills 4, 5 and 6.

Part b) assesses your achievement of course objectives 1, 2, and 3 and of skills 1, 4 and 6.

Further guidelines for this assessment are available on Blackboard and the tutorials in weeks 3 and 4 will be based in the CyberComms so you can access the IVS and work towards this assessment.

Assessment 2 – Individual Essay – 30%

Maximum length: 3,000 words.

Due: Wednesday 9th May 2007: 12 noon.

The objective of this assignment is to critically assess the principles and practices of project/event management by the in-depth evaluation of an event.

For an event of your choice, critically evaluate one management aspect (see below) and, drawing on the literature and best practice, discuss the lessons that can be learnt for future events management theory and practice.

Choose one aspect of event management from:

- Funding
- Human Resource Management
- Marketing
- Event co-ordination and logistics

You may choose to focus on one element of these management areas (for example, sponsorship, or the management of volunteers) but you must first check with the course co-ordinator. This assignment will be discussed in the week 5 tutorial. Further guidelines for this assignment, including a range of recommended readings and sources of information about events, can be accessed via Blackboard.

The essay assesses your achievement of course objectives 2 and 4, and of skills 1, 2, 3 and 6.

Assessment 3: Final Examination – 50%

The objective of the three hour examination is to assess your understanding of materials presented in the course as a whole. The final examination will be during the trimester 1 examination period: 8th – 27th June 2007; details will be given at a later date.

The final examination assesses your achievement of course objectives 1, 2 and 4, and of skills 1, 2, 3 and 6.

Essays submitted by email will not be accepted.

Further help on essay writing and planning: Student Learning Support Services is an excellent source of support for study skills. See their website for self-help resources and their programme of workshops: http://www.vuw.ac.nz/st_services/slss

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 within the week, will not meet the Mandatory Course Requirements.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact 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 (Monday-Friday).

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 2nd Floor Murphy Building notice board. Students will be expected to check both places for notification.

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 and posted on Blackboard.

Suggested Readings for Secondary Data Analysis

The first part of the course deals with secondary data analysis and uses the IVS data that is accessed through Tourism Research Council New Zealand website: <http://www.trcnz.govt.nz>

If you want to read more about secondary data analysis, this is covered in most research methods texts, for example:

Buglear, J. (2000). *Stats to go: a Guide to Statistics for Hospitality, Leisure and Tourism*. Oxford: Elsevier Butterworth-Heinemann

- Finn, M.; Elliott-White, M. and Walton, M. (2000). *Tourism and Leisure Research Methods*. Harlow: Longman
- Ritchie, B.W., Burns, P. and Palmer, C. (2005). eds. *Tourism Research Methods: integrating theory with practice*. Wallingford: CABI
- Ritchie, J. R. B. and Goeldner, C. R. (1994). eds *Travel, Tourism, and Hospitality Research: a handbook for managers and researchers*. New York; John Wiley and Sons
- Veal, A. J. (1997). *Research Methods for Leisure and Tourism: A Practical Guide*. London: Financial Times Management

Suggested Readings for Event Management

The second part of the course deals with event management and there are various textbooks available on closed reserve and three day loan in the Commerce library.

- Allen, J., W. O'Toole, I. McDonnell and R. Harris (2005). *Festival and Special Event Management*. Third edition. Milton, John Wiley & Sons Australia. GT3935 M136 F 3ed [Earlier edition available as McDonnell et al., 1999]
- Bowdin, G. A. J. (2006). *Events Management*. Second edition. Oxford, Butterworth-Heinemann. GT3935 E92 2ed [First edition, 1999, also available]
- English Heritage (1997) *How to Plan Successful Events: welcoming our visitors, managing and presenting heritage sites: a guide for tutors and students*. London, English Heritage. CC138 G472 H
- Getz, D. (2005). *Event Management and Event Tourism*. Second edition. New York, Cognizant Communications Corp. G155 A1 G394 E 2ed [First edition, 1997, also available]
- Goldblatt, J. J. (2005). *Special Events: event leadership for a new world*. Hoboken, N.J., Wiley. GT3405 G618 S 4ed
- Goldblatt, J. J. and K. S. Nelson (2001). *Dictionary of Event Management*. New York, Wiley. GT3404 I61 2ed
- Goldblatt, J. J. and F. Supovitz (1999). *Dollars and Events: how to succeed in the special event business*. New York, John Wiley & Sons. GT3406 U6 G618 D
- Hall, C. M. (1997). *Hallmark Tourist Events: impacts, management and planning*. Second. Chichester, John Wiley & Sons. G155 A1 H174 H 1997
- Hoyle, L. H. (2002). *Event Marketing: how to successfully promote events, festivals, conventions, and expositions*. New York, John Wiley & Sons. GT3405 H867 E
- Long, P. and M. Robinson, Eds. (2004) *Festivals and Tourism: marketing, management and evaluation*. Sunderland, Business Education. G156.5 H47 F418
- McCabe, V., B. Poole, P. Weeks and N. Lieper (2000). *The Business and Management of Conventions*. Brisbane, John Wiley & Sons, Australia. TX911.2 B979
- Masterman, G. (2004). *Strategic sports event management: an international approach*. Boston, Elsevier Butterworth-Heinemann. GV713 M423 S
- Silvers, J. R. (2004). *Professional Event Coordination*. Hoboken, N.J., Wiley. GT3405 S587 P
- Skinner, B. E. and V. Rukavina (2003). *Event Sponsorship*. Hoboken, N.J., John Wiley & Sons. HD59.35 S628 E
- Supovitz, F. (2005). *The Sports Event Management and Marketing Playbook*. Hoboken, New Jersey, John Wiley & Sons, Inc. GV716 S959 S
- Tarlow, P. E. (2002). *Event Risk Management and Safety*. New York, John Wiley & Sons. GT3405 T188 E
- Van der Wagen, L. and B. R. Carlos (2005). *Event management: for tourism, cultural, business, and sporting events*. Upper Saddle River, N.J., Pearson/Prentice Hall. GT3403 V242 E

Yeoman, I., M. Robertson, J. Ali-Knight, S. Drummond and U. McMahon-Beattie, Eds. (2003).
Festival and Events Management: an international arts and culture perspective. Oxford,
Elsevier Butterworth-Heinemann. GT3935 F418

Journals

Event Management (previously *Festival Management & Event Tourism*) Cognizant Communication Corp. Available through the Library Website (Ingenta database).

The first issue of the *International Journal of Event Management Research* is available at <http://www.ijemr.org/>

Case studies of events often appear in other tourism journals, for example *Tourism Management*.

Websites

World of Events: <http://www.worldofevents.net> Links to a wide range of resources.

Expoworld.net: <http://www.expoworld.net> Search engine for 500+ events sites

Wellington events:

Positively Wellington Tourism: <http://www.wellingtonnz.com/events/> Wellington City

Council - *Feeling Great*: <http://www.feelinggreat.co.nz>

Wotz On Wellington: <http://www.wotzon.com/>

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>).

Communication

Information on course-related matters will be announced at class and posted on the Blackboard website at <http://blackboard.vuw.ac.nz/>. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

Copies of material handed out in lectures will be made available outside RH 927.

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.

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

TOUR104_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.