

Victoria Management School

TOUR 110 TOURISM PRACTICUM

Trimester 2 2007

COURSE OUTLINE

COURSE COORDINATOR

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COURSE CONTRIBUTOR

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ADMINISTRATION ASSISTANT

Linda Walker

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COURSE OBJECTIVES

The main purpose of this paper is to examine management theory and concepts gained from the Bachelor of Tourism Management Programme and other VUW courses and then to apply them through practical experience in a range of (organisations/agencies) involved in the planning, provision and management of tourism-related activities. The course offers opportunities for students to:

- test and evaluate management concepts and theories in a practical context
- discuss the styles of management in operation at the host organization
- understand the day-to-day skills, practices and operations involved in relevant tourism-related organisations.
- develop and assess personal, professional and management skills
- gain an awareness of the business environment in which their host organization takes place
- clarify career interests

SKILLS

The practicum course is designed to provide students with the chance to practise key skills including:

- the ability to understand the role and importance of applying theoretical concepts and research knowledge to practical situations.
- a self-assessment of the strengths, weaknesses, opportunities and threats of the host organization
- working effectively with others (e.g. work as a part of a team, be able to negotiate)
- the ability to take responsibility for their own development
- preparation for professional responsibilities.

COURSE CONTENT

Assessment of the industry experience is by a report (5000 words) to be submitted **by Thursday 21 September 2007**.

Students may undertake an applied research project in the tourism industry or allied fields as their tourism practicum. Students will complete **240 hours** work experience.

Any questions concerning the appropriateness of work experience or research projects should be directed to the course coordinator.

ASSESSMENT

	<i>Value</i>	<i>Due date</i>
Milestone submission	-	Thursday, 26 July 2007
Final submission	100%	Thursday, 20 Sept 2007

The main objective of this exercise is to consolidate your knowledge and skills you have gained from the BTM so far and to develop vocational skills. Learning by doing and learning through more intense involvement is much more likely to result in real mastery and retention of the material than more passive forms of learning. That is why we encourage you to take the project report seriously and have some fun with it to explore the ideas of different courses of the BTM.

The assignment is to be presented in two parts, a **milestone submission on Thursday 26 July 2007, and a final submission on Thursday 20 September 2007**.

Milestone submission

No later than **Thursday 26 July 2007**, please let the course coordinator know what you have chosen as your focus on the project. To do this, you are expected to prepare a brief summary of your topic (500 words-about 2 pages). **Please make sure your email address is on the front page.**

It must be submitted and placed in the appropriate TOUR 110 box (**number 18**) on the mezzanine floor of Rutherford House by 4:30 p.m. on the due date. This is a useful exercise in advance of the final report. *The earlier you submit written work, the more likely that we can provide you with timely feedback that you will be able to use in preparing your final report.*

Content

- Title
- Description of topic selected
- Statement of objectives (e.g. what are the main features you expect to observe/discuss)
- Bibliography and acknowledgment of sources

Final submission

This is the project report documentation. It should be **no more than 5000 words** in length, and fully referenced to include all the literature sources you have read.

It must be submitted and placed in the appropriate TOUR 110 box (**number 18**) on the mezzanine floor of Rutherford House by **4:30 p.m. on the due date (Thursday, 20 September 2007)**.

The final report should be structured appropriately and integrate practical issues with a theoretical context where possible. It should comprise all the five parts described below.

- a. Introduction**
- b. Internal analysis**
- c. External analysis**
- d. SWOT analysis**
- e. Recommendations**

Introduction

- The place of work
- Its geographic location; region/city/town accompanied by a sketch map
- Length of time - number of hours - at each place
- Tasks undertaken
- Define the visitor services area
- The nature of the service/s provided – transport, accommodation, attraction, activity etc
- Who the services are provided for: mainly (a) tourists and/or (b) other visitors
- Position and relative importance of the place and tasks in the broad tourist - visitor services spectrum - centrality of tourism (may relate to location)

A critical appraisal of the internal environment

- Describe the organizational structure of the company
- Comment on the management of the host organisation and its channels of communications – relate to theory
- Evaluate its HR management policies and career opportunities
- Describe the ‘culture’ of the place – compare and contrast different places, reasons?

- Lines of command or control, training and supervision provided – in-house training for those on a career path
- Is there a quality appraisal system in place? If so, what is it and how does it work? If not, why?
- What is the organisation’s marketing strategy?
- Local or national or international?
- How important is each market segment
- How is marketing undertaken?
- How effective is the marketing programme?
- Is there an evaluation of the marketing programme, if so how is it undertaken, if not, why?

A critical appraisal of the external environment

- Identify the main competitors of the organisation
- What is the market-segment that it targets?
- Who are its suppliers?

SWOT analysis

- What are the organisation’s strengths?
- How are they capitalised on?
- What are the weaknesses?
- In what ways and why are they weaknesses?
- How might the weaknesses be addressed?
- What are the organisation’s opportunities? How are they capitalised on?
- What are the threats?

ANY QUESTIONS ANY PROBLEMS?

If you have any queries, you are welcome to contact the course coordinator by phone or email. Appointments can be made at any time that is mutually convenient.

COMMUNICATION

An e-mail list of all students will be created and will be used to communicate information to all class members.

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 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. complete 240 hours of approved industrial work experience,
2. submit a milestone report, and
3. submit the Final Report.

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.

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>).

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.