



Victoria Management School

TOUR 411
Advanced Tourism Marketing
Course Outline
2007 Trimester 2

COURSE COORDINATOR

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ADMINISTRATIVE ASSISTANT

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CLASS TIME AND LOCATION

Thursdays 010.30 - 1.20 p.m. Railway Station RWW 501

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.
5. Apply theoretical concepts to practical solutions by developing a tourism marketing plan for a product/service or destination.

COURSE SKILLS

In meeting the above objectives, this course will give students the opportunity to develop the following skills:

- i. Identify current tourism marketing issues and concepts.
- ii. Investigate and analyse at least one key tourism marketing topic in-depth.
- iii. Understand the key components of tourism marketing plans.
- iv. Critique (evaluate and assess) tourism marketing plans from an holistic perspective.
- v. Develop a tourism marketing plan for a tourism product or destination, based on an integrative conceptual framework.
- vi. Collect, organize and present tourism marketing information from a variety of sources.
- vii. Develop analytical, team-building, class participation and presentation skills.

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 six requirements for this course, as follows*:

1. Seminar Design, Facilitation and Presentation (Groups)	15%
2. Seminar Written Summary	15%
3. Tourism Marketing Plan	35%
4. Tourism Marketing Plan Presentation	15%
5. Discussion Questions	10%
6. Class Participation	10%

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

- 1. Seminar Design, Facilitation and Presentation (Pairs/Groups) 15%**
Working in pairs or groups of three, students will design, facilitate and present a **50-minute** seminar on a select marketing topic and present the topic in an engaging and inviting manner. Seminar topics will be distributed in class. **All topics** must incorporate applications and examples for both tourism: a) destinations, and b) enterprises. Seminars due dates are specified on the course schedule.
- 2. Seminar Written Summary (Individual) 15%**
Based on feedback from the presentation, students will provide a summary of the presentation which highlights key seminar points made as well as incorporating relevant comments. The written summary is due ONE WEEK after the presentation.
- 3. Tourism Marketing Plan (Individual) 35%**
Students will complete a tourism marketing plan for a tourism product/service 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 written marketing plan is due ONE WEEK following the tourism marketing plan presentation so that students can make appropriate refinements based on feedback on the presentation (see #4).
- 4. Tourism Marketing Plan Presentation 15%**
Students will present the elements of the tourism marketing plan in class during a 30-minute presentation. Due on dates specified on course schedule.
- 5. Discussion Questions 10%**
Questions on readings will be distributed in class; students will be asked to submit short answers to these questions, *due the day of the topic under investigation*. If you cannot attend class, please contact the lecturer. (Note: Students need not submit discussion questions on the date of their respective seminar presentations.)
- 6. Class Participation 10%**
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.

EXPECTED WORKLOAD

Students can expect the workload to be approximately 10hrs per week (15pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

TOUR 411 Tentative Schedule*				
Date	Unit	Topic	Readings	Notes, Assignments, Due Dates
July 12	Unit 1	Introduction to Advanced Marketing <i>Guest Speaker:</i> Charlotte Clements, VUW Commerce Library	Course Overview, Expectations; Introduction to Advanced Tourism Marketing: Concepts and Applications. Advanced Database Searches for Tourism Marketing in the VUW Library	Form Seminar Groups; Decide on Seminar Topics
July 19	Unit 2	Travel Market Identification; Travel Distribution <i>Guest Speaker:</i> Phillip Stewart, Tourism Coordinator, Karori Wildlife Sanctuary	1. Website: Review www.sanctuary.org.nz : a) Market Research: Visitor Arrivals, Trends & Forecasts, Visitor Satisfaction, Other Research, Market Guides, and b) Industry Resources: Working Internationally. 2. Oh, Haemoon, Byeong-Yong Kim and Jee Hye Shin, "Introduction: Tourism and Hospitality Marketing Research – Update and Suggestions," in <i>Progress in Tourism Marketing</i> , M. Kozak and L. Andreu (Eds.), Oxford, UK: Elsevier, 1-27. 3. Laws, Eric, "Marketing Tourism Services" (Chapter 1), in <i>Tourism Marketing: Quality and Service Management Perspectives</i> , E. Laws et al (Eds.), London: Continuum, 2002, 3-18. 4. 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.	
July 26	Unit 3	Destination Marketing: Overview of the NTO	1. Website: Review Tourism New Zealand website: www.tourismnewzealand.com : esp. a) Market Research: Visitor Arrivals, Trends & Forecasts, Visitor Satisfaction, Other Research, Market Guides, and b) Industry Resources: Working Internationally and Other Elements 2. 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. 3. Hassan, Salah. "Determinants of Market Competitiveness in an Environmentally Sustainable Tourism Industry", <i>Journal of Travel Research</i> , V. 38, February 2000, 239-245.	Seminar 1: Global/ International Marketing OR Multicultural Marketing
August 2	Unit 4	Tourism Promotion, Positioning, Branding.	1. Pike, Steven, "Destination Branding" (Chapter 4), in <i>Destination Marketing Organizations</i> , Oxford: Elsevier, 2004, 69-92. 2. 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.	Seminar 2: Brand Building in the Digital Age OR Destination Branding Submit Marketing Plan Topic

TOUR 411 Schedule* (continued)				
Date	Unit	Topic	Readings	Notes, Assignments, Due Dates
August 9	Unit 5	Destination Marketing: Overview of the RTO <i>Guest Speaker:</i> Jo Heaton, International Marketing Manager, Positively Wellington Tourism	1. Website: Review www.wellingtonnz.com : All: esp Conventions, Media, Travel Trade, Education 2. "International Marketing Alliances Come to Life", <i>Tourism News</i> , June 2006, 23. 3. 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.	Seminar 3: Competitive Strategy OR Database Marketing for Tourism Finalize Marketing Plan Topic; Presentation Date Confirmation
August 16	Unit 6	Marketing Partnerships, and Sponsorships	1. Reid, L.J., S.L.J. Smith and R. McCloskey, "The Effectiveness of Regional Marketing Alliances: A Case Study of the Atlantic Canada Tourism Partnership 2000-2006" (In Press), <i>Tourism Management</i> , October 2007, 13 pp. 2. 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.	Seminar 4: Tourism Partnerships and Sponsorships OR Online Marketing for Tourism Destinations & Enterprises
Au 24-31		MID-TRIMESTER BREAK		Continued.....
Sept 6	Unit 7	Niche Markets, Repeat Markets, Market Segmentation <i>Guest Speaker:</i> Keily Nicholson, Marketing Manager, Bolton Hotel	Overview of Marketing Plan & Expectations; 1. Website: Review: www.boltonhotel.co.nz 2. Hyde, Kenneth F and R. Lawson, "The Nature of Independent Travel", <i>Journal of Travel Research</i> , Vol. 42, August 2003, p. 13-23. 3. 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.	Seminar 5: Customer Relationship Management (CRM) OR Pricing for Tourism Products & Services
Sept 13		No Formal Class	In-class work – Marketing Plan Outline	
Sept 20 TNZ Office	Unit 8	New Product/Service Development & Innovation <i>Guest Speaker:</i> David Wilks, General Manager, Tourism Development, Tourism New Zealand	1. Website: Review: www.tourismnewzealand.com : Marketing Your Product 2. 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. 3. 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.	Class Meets at 9:25 am TNZ Boardroom, 80 The Terrace, Level 16 CONTACT: KATHLEEN ESTERHUIZEN, OFFICE MANAGER & EA TO TOURISM DEVELOPMENT, TNZ
TOUR 411 Schedule* (continued)				

Date	Unit	Topic	Readings	Notes, Assignments, Due Dates
Sept 27	Unit 9	Importance of Pricing Marketing Plan Presentations	<u>1.</u> Fyall, Alan and Brian Garrod, "Price – Tourism Marketing Planning, Implementation and Control," in <i>Tourism Marketing: A Collaborative Approach</i> , Clevedon: Channel View Publications, 2004, 109-114.	Written Plan Due One Week After Presentation
Oct 4		Marketing Plan Presentations		Written Plan Due One Week After Presentation
Oct 11		Marketing Plan Presentations		Written Plan Due One Week After Presentation
			* Schedule Subject to Change; Additional Readings may be Provided	

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 fulfill the mandatory course requirements.

Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator before the due date. 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 duration of the illness. Please take note: workload pressures and computer problems are not a case for extension.

Please submit late assignments to the course coordinator or to Linda Walker (Rutherford House, Room 927, telephone: 463-5720). Her office hours are 9am to 3:30pm (Monday to Friday).

MANDATORY COURSE REQUIREMENTS

To fulfill the mandatory course requirements for this course you must:

- (1) submit all assignments within seven days of the specified due dates,
- (2) attend **10** out of **12** classes, and
- (3) obtain at least a C pass on the Tourism Marketing Plan.

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.

HANDING IN ASSIGNMENTS

Students must prepare two copies of each hand-in and keep the second copy for their own reference. Posters are exceptions to this rule. Students must also keep an electronic copy of their work archived in case the original assignment goes missing. Failure to do so will jeopardise any claim by you that your work was submitted in the rare cases where your work goes astray.

Essays submitted by e-mail will not be accepted.

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 online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

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.

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.