

School of Marketing & International Business

MARK 204 TOURISM MARKETING

Trimester Two 2008

COURSE OUTLINE

Contact Details

Lecturers for MARK 204 are:

Jayne Krisjanous (Course Coordinator)
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Dr Janet Carruthers
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Dr Tim Beal
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Office Hours:

Jayne Krisjanous will be available in RH1118 (Rutherford House) on **Mondays 10.30am-12.30pm** and **Thursdays 11.30am-1.30pm**, commencing Week 2. If you wish to meet outside of these hours please make an appointment.

Tutor Contact Details:

Contact details for all tutors will be available on Blackboard.

Class Times and Room Numbers:

Lectures take place twice a week on **Monday 9.30 - 10.20am** and **Thursday 9.30 - 11.20am**. All lectures will take place in RH LT3.

Course Objectives

This course applies the principles of marketing to the tourism industry and provides a foundation for both marketing and tourism students to integrate marketing into their specialist field. Students should be able to apply information they have covered to a range of tourism contexts.

Specific Objectives

On completion of MARK 204, course participants should be able to understand:

- the concept of tourism marketing and its role within the experience economy
- the basic elements of marketing and how they apply to the tourism sector
- how the fundamentals of buyer behaviour are integral to tourism marketing and be able to apply these into the planning and execution of marketing strategies
- the role of services concepts in tourism and demonstrate an ability to apply these concepts to the service experience and management of customers
- how research contributes to the formulation of tourism marketing decisions
- measurement of tourism marketing outcomes
- perspectives concerning the social, ethical and economic aspects of tourism both within New Zealand and globally, including issues around sustainability in tourism.

Course learning objectives will be met through attendance at lectures, presentations by guest speakers, course readings, participation in tutorial cases and the preparation of work for course assessment, both individually and in groups.

Class Representative

A class representative will be elected during Week 1 to act as a liaison person for the group.

Readings

The prescribed text for the course is:

Tourism marketing: An Asia-Pacific perspective

Authors: Hsu, C et al

Publishers: Wiley, Australia (2008).

It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's lectures for which the reading relates. The course will be drawing on a number of sources and texts. Additional materials such as case studies and readings will be made available to course participants during the course. Copies of the course text have been deposited in the Commerce Library; however, you are strongly advised to purchase the course text.

Materials and Equipment

No additional materials or equipment are necessary for this class or the final examination.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **14 hours per week** in reading, tutorial preparation, assignments and thinking about the course material. It is vital that you come to all course lectures and tutorials prepared. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these cannot be used as a substitute for coming to lectures or tutorials and provide a framework of the lecture only.

Course Content 2008

Week	Lecture	Tutorials & Assessment Due Dates	Chpt
Week 1 Beginning 7 th July	<p>Course introduction</p> <p>What is tourism and tourism marketing?</p> <p>Brief for Assignment One handed out in lecture</p> <p><i>Lecturer : Jayne Krisjanous and Janet Carruthers</i></p>	<p>No tutorial</p> <p>Task: Sign up for tutorials*</p> <p>*The S-cubed site will be available on Blackboard from 1pm Monday 7 July till 5pm 11 July.</p>	1
Week 2 Beginning 14 th July	<p>Tourism and the marketing framework</p> <p><i>Lecturer : Jayne Krisjanous</i></p>	No tutorial	2
Week 3 Beginning 21st July	<p>Tourist markets</p> <p>Brief for Assignment Two handed out in lecture</p> <p><i>Lecturer : Jayne Krisjanous</i></p>	Tutorial 1	3
		<p>CASE STUDY</p> <p>“Memories are made of this.” Hsu pp 361-362.</p>	
Week 4 Beginning 28th July	<p>Marketing communications and tourism</p> <p><i>Lecturer : Jayne Krisjanous</i></p>	Tutorial 2	8
		Assignment drop- in session	
Week 5 Beginning 4 th August	<p>The tourism marketing services mix</p> <p><i>Lecturer : Janet Carruthers</i></p>	<p>No tutorial</p> <p>Assignment One due: Friday 8th August by 4pm Post in MARK 204 box on Mezzanine floor, RH.</p>	5
Week 6 Beginning 11 th August	<p>Research in tourism marketing</p> <p><i>Lecturer : Janet Carruthers</i></p>	Tutorial 3	4
		<p>CASE STUDY</p> <p>“The small museum and its struggle to survive.” Holloway, pp478-486.</p>	

Week 7 Beginning 1st Sept	The product, price and pricing in tourism <i>Lecturer : Janet Carruthers</i>	Tutorial 4	6 , 7
		CASE STUDY “Qinghai-Tibet Railway: Creating a symbolic experience of touring Western China.” Hsu pp226-228.	
Week 8 Beginning 8th Sept	Customer relationship management <i>Lecturer : Janet Carruthers</i>	Tutorial 5	10
		Assignment drop-in session	
Week 9 Beginning 15th Sept	Distribution <i>Lecturer : Tim Beal</i>	Tutorial 6	11
		CASE STUDY “Accessible tourism: making tourism available for all of us.” Hsu pp226-228.	
Week 10 Beginning 22 nd Sept	Destination marketing <i>Lecturer : Tim Beal</i>	No tutorial Assignment Two due: 25th September by 4pm Post in MARK 204 box on Mezzanine floor, RH.	12
Week 11 Beginning 29 th Sept	Events marketing Project Presentations <i>Lecturer : Tim Beal</i>	No tutorial	See handout
Week 12 Beginning 6 th Oct	Project Presentations <i>Tim Beal and Jayne Krisjanous</i>	No tutorial	

Note: There may be a need to revise some of these dates, depending on availability of guest speakers. Changes will be notified in class and/or on the Blackboard site.

Guest Speakers

Guest speakers will contribute to the course. Sessions for which guest speakers are anticipated will be notified as the course progresses.

Tutorials

Six weekly one-hour tutorials commence **Week 3**. The tutorials that take place during Weeks **3, 6, 7 and 9** are set aside for case analysis. You must attend all four of these tutorials. Student tutorial participation evaluation is attached to these tutorials. The cases will be issued Week 2 of the course.

The tutorials that take place on Weeks 4 and 8 are set aside for you to talk to your tutor about the assignments and although optional, attendance is strongly recommended.

There will be a finite allocation of spaces to each tutorial. Sign-up for tutorials will occur via S-cubed. Instructions for using S-cubed will be provided in class and on the Blackboard site.

The S-cubed site will be available on Blackboard from **1pm Monday 7 July till 5pm 11 July**.

The tutorial groups and rooms will be posted on Blackboard by the end of **Week 2**

Assessment Requirements

The final grade will be determined 50% on internal assessment and 50% on the final examination. The four items of assessment are listed below, with their weightings and due dates.

Assessment component	Date Due	Weighting
Final Exam - Closed book, 3 hour exam. <i>Exam period: Friday 17 October to Saturday 8 November 2008</i>	Date of the exam to be announced <i>Note: Students must be available during the entire examination period.</i>	50%
Individual assignment (2000 words)	Friday 8 Aug at 4pm (Week 5)	15%
Group project written report (3500-4000 words)	Thursday 25 Sept at 4pm (Week 10)	15%
Group project presentation	Weeks 11 and 12 (timing and date to be advised)	10%
Tutorial participation <i>Includes: Case Study Preparation & Participation</i>	Tutorial Session; Weeks 3, 6, 7 and 9.	10%
		100%

Group project information

The group project is a major focus of the course and as such teamwork is encouraged. The group project involves you working with your group to develop a new tourism venture for Wellington. You will need to discuss in your group what this concept will be. The written project will consist of a situational analysis and marketing plan for your venture. At the end of **Week 4** you will be asked to organise yourselves into groups of not more than four and submit names and contact details of your group members to the course leader. Group details will be

placed on the Blackboard site later in the week. You are expected to attend all group meetings arranged by the group and meet group and individual obligations in a timely manner in order that the group meets the project criteria and requirements. Thus it is important that you establish ways of working with and contacting each other as quickly as possible.

Tutorial participation

The tutorials where your performance will be evaluated by your tutor will take place during weeks 3, 6, 7 and 9. At the start of **each tutorial** each student must hand in a **one page (A4 size)** hand written or typed summary answer for that tutorial.

Marks and comments will be submitted to the MARK 204 Course Coordinator at completion of the final tutorial. An overall tutorial mark will be awarded. The criteria on which evaluation is made consists of: attendance, ability to listen well, enthusiasm and contribution to discussion, demonstrated ability to link the case and exercise topics to concepts covered in lectures, presentations to the tutorial group as required and evidence of pre-tutorial preparation and analysis of set tutorial topics.

Handing in and return of assignments

Post the **individual assignment** in the MARK204 assignment box located in Rutherford House mezzanine level by **4pm on the due date**. Any work received after that time will be deemed late and incur penalties. Assignments handed in late must be date stamped and signed-in by the 11th floor reception staff. Do NOT slide them under doors or put them into the box after the due date. The **group project** must be **signed in** by one member of the group at the Course Coordinators office by **4pm** on the day they are due. Any work received after 4pm will be deemed late and incur penalties.

Returning Assignments: Where possible assignments will be returned to students in class (during lectures or tutorials for example), or by the lecturer/tutor concerned at a pre-arranged time and place. In accordance with University policy all uncollected assignments will be held by the SMIB office (RH 1121) for three months following the end of term, and then disposed of.

Penalties

The following penalties apply in MARK 204:

Late Penalty:

If assignments are submitted late, you will lose 5% per day for each day late unless written permission for an extension has been obtained in advance from the Course Coordinator. In other words, if your work is 2 days late, you would lose 20% off your final original score.

Word Count:

Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of 2.5% for each 500 words over the limit off your final original score.

Mandatory Course Requirements

To pass MARK 204, students must, in addition to obtaining an overall course mark of at least 50%:

- > Attend all four of the tutorials that are set aside for examining specific case studies and submit a one-page synopsis of the tutorial questions to be discussed.
- > Submit both assignments on time as outlined in the assessment section.
- > Attend the final examination and obtain a minimum mark of 40% in the final examination in order to pass the course as a whole.

Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

Communication of Additional Information

Course information and lecture notes will be posted on the Blackboard website <http://blackboard.vuw.ac.nz>. This site will contain regular announcements, assignment information, external links, lecture notes and other resources. Lecture notes available will provide a **framework only** of the main points presented in the lectures. Additional Information and/or announcements which may need to be made from time to time will be posted on the MARK 204 Blackboard site, and made in class when possible.

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 on the ground floor (EA005). This counter is the first point of contact for :

- 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.victoria.ac.nz/home/about/policy/students.aspx

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

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

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 students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: including the work of others will not be considered plagiarism as long as the work 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:

www.victoria.ac.nz/home/studying/plagiarism.html

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 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.