



Victoria Management School

TOUR 409 Strategy and Tourism Organisation in the Global Economy

Trimester 2 2008

COURSE OUTLINE

COURSE COORDINATOR

Dr Mondher Sahli

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ADMINISTRATION ASSISTANT

TBA

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LECTURE TIME AND LOCATION

Friday 09.30am - 12.20 p.m. RWW125

TRIMESTER DATES

Monday, July 7th to Saturday to November 8th 2008

COURSE OBJECTIVES AND GRADUATE ATTRIBUTES

The course objectives of Tour 409 map onto the BTM (Hons) and MTM's graduate attributes. Studying Tour409 course will give students the opportunity to:

Course objective	Graduate attribute
<ul style="list-style-type: none"> Understand the fundamental concepts and principles of strategy: strategic mission, strategy formulation, and strategy implementation. 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> Develop a critical appreciation of the theories, models and approaches used in the field of strategic management Make connections between theoretical frameworks that deal with this topic and firms' practices.
<ul style="list-style-type: none"> Become familiar with the literature on multinational corporations (MNCs) and foreign direct investment (FDI) in tourism 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> Gain an initial appreciation of the main trends in tourism FDI Think critically about the issues relating to MNCs in the tourism industry Develop the ability to understand the many, often conflicting, schools of thought about the impact of FDI in tourism. <p><i>Creative thinking</i></p> <ul style="list-style-type: none"> Apply broad concepts to case studies and develop response to issues raised <p><i>Leadership</i></p> <ul style="list-style-type: none"> Exhibit leadership by presenting a well-informed and convincing arguments to others in class
<ul style="list-style-type: none"> Debate the various definitions and methods for measurement of tourism competitiveness 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> develop an understanding and appreciation of how to assess international competitiveness in tourism Make connections between different concepts and examples Be able to critically evaluate others' research in this field
<ul style="list-style-type: none"> Be able to communicate ideas clearly in class discussions, oral presentations and written work. 	<p><i>Leadership</i></p> <ul style="list-style-type: none"> Foster the ability to work as a team and co-ordinate tasks with others <p><i>Communication</i></p> <ul style="list-style-type: none"> Participate in and lead class discussion Deliver formal presentations to an audience

SKILLS

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

- deal with complex strategic issues both systematically and creatively and make sound judgments
- gain industry specific expertise in the assessment of international competitiveness
- provide evidence of self-assessment and the learning achieved
- discuss issues and communicate ideas relating to today's international tourism business environment.

COURSE PERSPECTIVE

The course is designed to provide students with advanced insight into international business within the tourism industry. It covers theoretical and empirical frameworks for understanding the key elements to be considered in doing business abroad. It is concerned with how a firm determines its strategic direction, as well as the role, scope and impact of multinational corporations (MNCs) in host countries. Consideration is given to the pattern and the scale of foreign direct investment (FDI) in tourism both in developed and developing economies. The course also provides a thorough analysis of the concept of tourism competitiveness, methods for its measurement and implications for stakeholders and policy makers.

EXPECTED WORKLOAD

Students can expect the workload, outside of class times, to be approximately 10 hours per week for each of the teaching weeks. There will be **high expectations** placed upon the students to be well prepared for the program and to **participate actively** in discussion and exercises

TEACHING APPROACH

The class will meet once a week; each session will be devoted to a topic as listed in the schedule below. A reading list for each topic will be distributed along with copies of selected articles/book extracts. Participants are expected to have studied each of the readings, and contribute to the seminar discussion of each of these readings.

The three hours per week will be organised as follows:

The **first part** of the class will be devoted to a discussion and critique of the readings assigned for that week, and any wider issues of interest. From week three, this discussion will be led by a student from the class in the form of interactive seminar.

The **second part** will be used to provide an overview of the topic under discussion. This will be in a lecture format led by the course coordinator, with opportunities for student discussion and comment.

COURSE AGENDA & SCHEDULE

Lectures: 9:30am-12:20 p.m. Fridays- Room: RWW125

Week	TOPIC
Week 1: Friday 11 th July`	<ul style="list-style-type: none"> • Introduction to course and assignment
Week 2: Friday 18 th July	<ul style="list-style-type: none"> • International business environment & tourism
Week 3: Friday 25 th July	<ul style="list-style-type: none"> • Overview of strategic analysis
Week 4: Friday 1 st August	<ul style="list-style-type: none"> • Extent and pattern of FDI in tourism
Week 5: Friday 8 th August	<ul style="list-style-type: none"> • Theories of internationalisation & tourism
Week 6: Friday 15 th August	<ul style="list-style-type: none"> • Impact of FDI in tourism – Country study
<u>MID-TRIMESTER BREAK</u>	
Week 7: Friday 5 th September	<ul style="list-style-type: none"> • Impact of FDI in tourism – Country study
Week 8: Friday 12 th September	<ul style="list-style-type: none"> • Definitions of tourism competitiveness
Week 9: Friday 19 th September	<ul style="list-style-type: none"> • Methods of measurement of international competitiveness
Week 10: Friday 26 th September	<ul style="list-style-type: none"> • Methods of measurement of tourism competitiveness
Week 11: Friday 3 rd October	<ul style="list-style-type: none"> • Definition and measurement of tourism specialisation
Week 12: Friday 10 th October	<ul style="list-style-type: none"> • Overview of the course

Note: The above timetable may be subject to slight modification.

COURSE READINGS

There is no set text for this course as no one book adequately covers the range of issues addressed. Specific references and readings will be distributed during the course. Lecture materials will be drawn from reading books, journals and other sources on relevant issues. These will be handed out during the course. The readings provided by the course coordinator should be considered as the starting point for wider reading in preparation for seminars and leading class discussion. Therefore, you are encouraged to make use of the library databases, books and periodicals, as well as web resources to obtain further readings relevant to this course.

When studying an article (or a book chapter), pay close attention to:

- the theoretical justifications provided for the research questions
- defining the author's contribution to the literature
- points of convergence with, and departure from, the other articles
- aspects of the article that you feel deserve critique
- its implications for future research

and additionally, for empirical analyses:

- the operationalization and measurement of the concepts (how well do these actually measure the constructs they are aiming to measure)
- the implications of the research methodology and data collection methods for the findings and interpretations, and
- possible empirical issues for future research

ASSESSMENT

The paper will be assessed on the basis of 100% coursework. It is required that students obtain at least 50% (C grade) overall to obtain a pass grade for this course. Performance evaluation will be based on four items:

	<i>Value</i>	<i>Due Dates</i>
Assignment 1: Essay	30%	9:30am Friday 15 August 08
Seminars & leading class discussions	20%	In class
Contributions to class participation	20%	In class
Assignment 2: literature review	30%	9:30am Friday 3 rd October 08

ESSAY 1 (30% - Due on Friday 15th August 2008-9:30 am)

Length guide: 3500-4000 words

Option 1: What are the key factors influencing foreign direct investment flows in tourism? How well have these factors been captured by the existing literature?

Or

Option 2: What are the benefits for host countries of allowing more foreign direct investment in tourism? Use relevant examples and also scholarly sources to address this question

CONTRIBUTIONS TO CLASS PARTICIPATION (20%)

The class participation grade is determined by:

- a) the quality of the comments you make in class over the whole semester
- b) your attendance
- c) your contributions to overall classroom experience and learning environment
- d) your weekly critical evaluation
- e) your preparation of the discussion questions in class

Approximately every week, you are required to read, critique the readings and be prepared to address the discussion questions that have been assigned for that week. You can expect two to three readings for each weekly session, depending on the topic. To do your weekly critique, you should first read and try to understand the assigned readings. You might like to prepare a brief summary of each one for your own use, including purpose and research gap, seminal and theoretical literature, methodology, key findings, limitations and future areas for research.

The critique itself should comment on the group of papers as a whole. What are the similarities/differences of the papers? Do they have a common purpose, for instance, looking at a similar issue but from different perspectives?

What issues do these papers raise, and how successfully do you think they address them? What limitations, in terms of scope, methodology or research design, and results, are apparent?

The length of your critique should be one page, single-spaced, and it should be typed in Times New Roman 12 point font.

A copy of your weekly critiques should be made for each participant in the course.

SEMINARS & LEADING CLASS DISCUSSIONS (20%)

In week one you will be assigned 2-3 topics and dates for your seminars. Seminars are held at the beginning of each lecture session, starting from week three. Each group of students (2-3 students per group) should aim for the seminars to take approximately 75 minutes, including class discussion time. In addition to the oral delivery, students should provide a handout summarising the presentation.

The purpose of these seminars is to provide the class with an in-depth perspective on the selected topics, and to be able to work as a team. Hence you will be expected to not only cover the assigned readings for that week, but also to read more widely into the topics.

You might like to be creative with your class discussion, for example assigning activities or ‘quizzes’ to draw out the key points, stimulating debate, or facilitating small group discussion around specific questions.

Note: in the week prior to the seminar, the students presenting should make a time to meet with the course coordinator to discuss how they will lead the session.

LITERATURE REVIEW (30%)

Students are required, after consultation with the course lecturer, to select research and submit a literature review dealing with an aspect related to the course. Topics selected must be interesting and non-trivial. Work must be based on existing secondary literature in that area. You will be encouraged to choose your topic early in the course, and are required to submit a research question and potential literature streams for investigation, for consideration and approval by the course lecturer by **Tuesday 11th August 08.**

Literature Review Proposal

9:30am Friday 3rd October 08

Length guide: 3500-4000 words

The literature review will establish the broad context of topic under investigation; examine the extent of research to-date (empirical and conceptual work), with a view to explaining how the existing literature addresses the research question/issue you have posed to guide the literature search. You should also examine the reasons why the literature does not adequately address the specific research question(s) or research issue posed. The objective of the literature review is to provide a background for future research, by identifying the ‘research gap’ and justifying need for the new area of research. The focus, therefore, should be on reviewing, synthesizing and critiquing existing literature relevant to your research question.

Length is not the defining characteristic of a good analysis. Try to concisely (using exhibits as needed) cover the material. Use analysis and insight, rather than lots of words, to convey what you have learned and discovered.

ASSIGNMENT SUBMISSION

Students must prepare two copies of each hand-in and keep the second copy for their own reference. 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.

GRADING GUIDELINES

The following broad indicative characterisations of grade will apply in grading assignments and the exam:

A+	excellent performance in all respects at this level
A	excellent performance in almost all respects at this level
A-	excellent performance in many respects at this level
B+	very good, some aspects excellent
B, B-	good but not excellent performance at this level
C+, C	work satisfactory overall but inadequate in some respects
D	poor performance overall, some aspects adequate
E	well below the required standard
K	failure to achieve mandatory course requirements and have achieved at least an average "C" over all the assessment. Note this is a failing grade.

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 meet the Mandatory Course Requirements.

Extensions will only be granted under special circumstances by the course coordinator. 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 directly to the course co-ordinator.

MANDATORY COURSE REQUIREMENTS

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

- 1-submit all assignments by the specified due dates, and
- 2- attend all classes (students who miss a class must provide a medical certificate in order to account for their absence).

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.

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>).

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
TOUR409_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 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.