



Victoria Management School

TOUR 240 PRINCIPLES OF TOURISM MANAGEMENT

Trimester One 2009

COURSE OUTLINE

COURSE CO-ORDINATORS

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ADMINISTRATOR

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TRIMESTER DATES

Monday 2 March to Wednesday 1st July 2009.

LECTURE TIMES AND LOCATION

Monday	4.40 - 5.30pm	GBLT4
Thursday	4.40 - 5.30pm	GBLT4

TUTORIAL TIMES AND LOCATION

Monday	14:40 15:30	RHMZ05
Monday	15:40 16:30	RHG03
Thursday	13:40 14:30	RHG03
Thursday	14:40 15:30	RHMZ04
Thursday	15:40 16:30	RHMZ04

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Programme and Course-related Learning Objectives

Learning Goal #1: Our graduates will possess and apply specific knowledge of tourism management as well as a range of transferable skills

Learning Objectives

Graduates will be able to:

- (a) demonstrate a systematic understanding of theoretical and applied aspects of tourism management
- (b) display an appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources
- (c) acquire skills and knowledge that provide a solid platform for graduate study

Learning Goal #2: Our graduates will demonstrate application of critical and creative thinking skills to practical and theoretical problems

Learning Objectives

Graduates will be able to:

- (a) think conceptually and systematically about tourism and its management
- (b) assess a range of tourism management issues, plans, and concepts
- (c) identify, access, and evaluate a range of information and data sources
- (d) undertake and apply research in tourism management
- (e) use innovative thinking and creative skills in the context of the tourism business environment

Learning Goal #3: Our graduates will be effective and confident communicators

Learning Objectives

Graduates will be able to:

- (a) apply advanced written communication skills
- (b) demonstrate oral communication and listening skills
- (c) prepare and deliver polished and professional oral presentations
- (d) communicate effectively with peers when undertaking group projects

Learning Goal #4: By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility

Learning Objectives

Graduates will be able to:

- (a) engage in effective decision making by working independently and in groups
- (b) demonstrate a mastery of concepts related to tourism management
- (c) develop and apply concepts and plans in tourism management

Course Objectives and Graduate Attributes

This course is designed to prepare students for a professional career in tourism management by providing them with the opportunity to apply management principles and concepts in the context of contemporary tourism. Studying Tour 240 course will give students the opportunity to:

Course objective	Graduate attribute
<ul style="list-style-type: none"> gain a comprehensive understanding of the general principles and practices of management and their application to the development of a tourism business. 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> Develop a critical appreciation of the theories, models and approaches used in tourism management Make connections between different concepts and examples
<ul style="list-style-type: none"> develop an understanding and appreciation of how to evaluate the potential of a tourism business 	<p><i>Critical thinking</i></p> <ul style="list-style-type: none"> Gain an initial appreciation for different methods of business evaluation and measurement <p><i>Creative thinking</i></p> <ul style="list-style-type: none"> Apply broad concepts to case studies and develop response to issues raised Develop the ability to draft a business plan for a tourism organisation <p><i>Leadership</i></p> <ul style="list-style-type: none"> Exhibit leadership by presenting a well-informed and convincing argument to others in class and in tutorials.
<ul style="list-style-type: none"> acquire viewpoints from tourism professionals on their business strategies and operational problems. 	<p><i>Communication</i></p> <ul style="list-style-type: none"> Experience professionals' knowledge and oral communication skills Participate in classroom discussions with guest speakers <p><i>Critical thinking</i></p> <ul style="list-style-type: none"> Make connections between theoretical frameworks that deal with the operating environment of tourism organizations and guest speakers' presentations
<ul style="list-style-type: none"> contribute effectively in tutorial group discussions about tourism industry developments and other issues related to the operating environment of tourism organisations 	<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"> contribute effectively to discussions about tourism industry developments Deliver a formal presentation to an audience

Course-Related Student Learning Objectives and Skills

On successful completion of the course, students will be able to:

- apply their knowledge to a variety of questions on tourism management issues and to improve their communication skills
- gain industry specific management expertise
- have a sound understanding and a critical awareness of contemporary tourism management issues
- access, select and interpret tourism statistics (such as the Commercial Accommodation Monitor, the International Visitor Survey, the Domestic Travel Survey) for a specific purpose

- use computer software to facilitate the interpretation of large amounts of secondary data.
- conduct an audit of the operating environment of a range of tourism businesses (SMTOs, large organizations, airline companies...) within domestic and international contexts
- assess the performance and competitiveness of tourism organizations
- contribute effectively to discussions about tourism industry developments.

Course Content

Students considering a career in the tourism industry naturally want to understand the tourism profession in general and the various kinds of opportunities it offers. This course has been developed to provide students with a general introduction to the concepts and practices of management in the tourism industry. The lectures will focus on understanding the development of tourism operations by:

- introducing the main theoretical and conceptual approaches to tourism management and defining the scope of the operating environment.
- presenting a series of audits of the operating environment of tourism organisations and highlighting the development of a range of tourism operations from a strategic perspective.

By attending lectures, reading assigned materials, participating in tutorials and completing assignments, you will have the opportunity to develop a basic understanding of tourism management techniques upon which you can build with subsequent study and work experience.

Expected Workload

Students can expect the workload to be approximately 13.5 hours per week (20 pt course), including both scheduled contact time (lectures, tutorials, workshops) and outside class.

Lectures

Attendance at all lectures is strongly recommended. All important announcements concerning any alterations to the lecture programme and tutorials will be made in the lecture. Additionally, source material for further readings as well as tutorial handouts will be distributed in the lectures.

COURSE AGENDA & SCHEDULE*

Week	LECTURE TOPIC	TUTORIALS
Week 1	<ul style="list-style-type: none"> • Course introduction • Business environment of tourism organisations 	<ul style="list-style-type: none"> • No tutorials
Week 2	<ul style="list-style-type: none"> • Market Analysis and Tourism I • Market Analysis and Tourism II • Discuss assessment 1 	<ul style="list-style-type: none"> • Introductory tutorial (set and discuss Essay 1 and Group Assignment)
Week 3	<ul style="list-style-type: none"> • Introduction to Strategic Business Planning- Professor Stephen Cummings • Interface of Tourism, Entrepreneurship and the Environment : Case study of a Small Tourism Organisation in Wellington- John McKinney- 	<ul style="list-style-type: none"> • Introduction to the Process of Management • Progress on assignment 1
Week 4	<ul style="list-style-type: none"> • ICTs Development and Tourism Businesses- Dr Markus Landvogt – • The day-to-day Experiences of Running a Large International Hotel in Wellington – Heather Riley 	<ul style="list-style-type: none"> • Entrepreneurship and Small Business (group 1)
Week 5	<ul style="list-style-type: none"> • Yield Management Practices in Tourism- Andrew Pascoe • Pricing in Tourism -Dr Ian Yeoman- 	<ul style="list-style-type: none"> • Analysis of the Business Environment and Strategy in Tourism (group 2)
Week 6	Monday 6th April 2009 @ 2.30pm – DEADLINE for assignment 1	
	<ul style="list-style-type: none"> • Overview of Human Resource Management Issues in the tourism Industry I (Dr Karen Smith) • Overview of Human Resource Management Issues in the Tourism Industry II (Dr Karen Smith) 	<ul style="list-style-type: none"> • Quality and Yield Management in Tourism Businesses (group 3) • Discuss Assignment 2
MID-Trimester Break		
Week 7	<ul style="list-style-type: none"> • Business Plans, Why Do Tourism Entrepreneurs Need them? • An overview of the Tourism Ministry's datasets – Dr Markus Landvogt 	<ul style="list-style-type: none"> • Feedback on Assignment 1 • Tourism Businesses and the legal context in New Zealand (group 4)
Week 8	<ul style="list-style-type: none"> • Competitive Strategy and Strategic Directions I • Competitive Strategy and Strategic Directions II 	<ul style="list-style-type: none"> • Introduction to Key Tourism Statistics - Group Work Session (Computer Lab) • Progress on Assignment 2
Week 9	<ul style="list-style-type: none"> • Aviation sector I • Aviation Sector II 	<ul style="list-style-type: none"> • Marketing Plan (group 5)
Week 10	<ul style="list-style-type: none"> • Aviation Sector III • Cruise Ships as Spaces of Revenue Capture and Containment" (Dr Adam Weaver) 	<ul style="list-style-type: none"> • Competition Issues in the Aviation Industry (group 6)
Week 11	Monday 25 May @ 2.30pm - DEADLINE for assignment 2	
	<ul style="list-style-type: none"> • International Aspects of the Accommodation Sector • Guest Speaker: TBA 	<ul style="list-style-type: none"> • The Cruise Industry: Contemporary Trends and Patterns • Exam Preparation
Week 12	<ul style="list-style-type: none"> • Monday 1st June - No lecture- - University closed for Queen's Birthday • Overview of the course and Revision 	<ul style="list-style-type: none"> • No tutorials

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

Readings

There is no set text for this course as no one book adequately covers the range of issues that will be addressed. Specific references and readings will be given throughout the course.

Assessment Requirements

To pass the paper you must obtain an overall C grade or better, including at least 40% in the final examination.

Your performance will be evaluated on the basis of:

	<i>Value</i>	<i>Due date</i>
Individual Essay	25%	Monday, 6th April 2009
Group Report	15%	Monday, 25th May 2009
Contribution to class discussion and tutorial presentation	10%	
Final examination	50%	8th June - 1st July 2009

Assessments

The assessments will explore the theoretical and practical aspects of management techniques in the tourism industry. They must be fully referenced and include, where appropriate, graphs and tables. They must be submitted and placed in the appropriate TOUR 240 Box on the mezzanine floor of Rutherford House by **2:30 pm on the due date**.

Detailed guidance on the assessments will be given during the tutorials held in weeks 2, 6 and 7 but also feel free to raise any queries you might have during the other tutorials.

Late assignments will only be accepted if a suitable reason is given well **in advance of the due date**. The only exception will be on medical grounds (including a medical certificate) or in other exceptional circumstances. Any late work that does not meet these requirements will not be graded.

Assignment 1- Individual Essay 25% - 2,500 words- (due Monday 6th April - 2:30pm)

Why do small firms dominate the tourism industry in New Zealand? What particular management challenges does this pose? Use relevant examples and also scholarly sources to address this question.

Details and assignment guidance will be provided in class and in the tutorials in week 2.

Assignment 2- Group Report 15%- 4,000 words- (due Monday 25th May - 2:30pm)

Use your knowledge of business planning and undertake an initial business planning analysis to determine the potential viability of opening a new tourism business in a New Zealand destination.

The objective of this assessment is to explore some of the functional elements of business planning that are essential in launching a new tourism venture. This is a group assignment and you submit one assignment for the whole group (2 students per group). Both students will get the same grade. You should therefore work as a team. You may choose to divide up the different functional elements of the business plan and research these individually; however, you must ensure that your report is well-written and well-presented as a group effort. For example, the sections of the report need to relate to each other, you will need a clear overview of the scope and value of the business plan, and your conclusion should bring the different steps together.

Details and assignment guidance will be provided in class in week 7 and in the tutorials in weeks 6 & 8.

Students will prepare two copies of each assessment and keep the second copy for their own reference. Students must also keep an electronic copy of their work. **Assessments submitted by email will not be accepted**

Tutorials

Tutorials begin in week 2 of the course (week commencing 9th March 2009). Students are required to attend 1 tutorial a week for 10 weeks. Attendance at tutorials and active involvement in discussions are an important component of the paper. If you do not attend at least 8 tutorials you will not pass the course. Exemptions from tutorials will only be accepted with a medical certificate or in exceptional circumstances.

Each group of students (2 per group) will be required to give a 20-25 minute oral presentation on the tutorial topic for that week. In addition to the oral delivery, students will provide a handout summarising the presentation. Assessment will be based on the **presentation and the discussion generated in class over the whole semester**. Contributions will be assessed on the quality of the insights offered by the students into management concepts/theories and other issues raised by the reading material and case studies.

To make an effective contribution will require careful reading of materials/case studies prior to the class, a detailed analysis of your assigned reading, and assembly of your ideas into a structured form that allows you to effectively lead the discussion on your readings.

If you require any audiovisual equipment for the presentation (TV, video, PowerPoint presentation...), you must advise the tutor 4 days in advance by email.

Final Examination

This course has a three hour final examination and will cover all the chapters and associated class material (case studies and readings). Examination dates for trimester one: Friday 12th June to Wednesday 1st July 2009 (inclusive). Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

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.

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 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 Tourism Administrator (Rutherford House, Room 927, telephone: 463 5720)

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 9th and Mezzanine Floors, Rutherford House notice boards. Students will be expected to check both places for notification.

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.

Communication of Additional Information

Additional information, and information on changes, will be conveyed to students using the Blackboard system, and through announcements in lectures and tutorials. It will be crucial for you to regularly check Blackboard for messages, announcements and materials.

Left-over copies of materials distributed in class (for example, tutorial assignments and class handouts) will be made available in front of Room 927 on the 9th floor of Rutherford House.

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 *2008 Tourism Courses Style Guide* and the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

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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
TOUR240_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.