

School of Marketing & International Business

MARK 204 TOURISM MARKETING

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

Lecturers and staff for MARK 204 are:

Jayne Krisjanous (Course Coordinator)
Office: RH1118, Rutherford House
Telephone: 463 6023
Email: jayne.krisjanous@vuw.ac.nz
URL: <http://www.vuw.ac.nz/smib>

A/Prof Kim Fam
Office: RH1116, Rutherford House
Telephone: 463 6459
Email: kim.Fam@vuw.ac.nz
URL: <http://www.vuw.ac.nz/smib>

Office Hours

Jayne Krisjanous will be available in RH1118 (Rutherford House) on **Tuesdays 11.30 am to 1pm**, 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.

Trimester Dates

Teaching Period: Monday 13 July to Friday 16 October 2009

End of Year Study Period: Monday 19 October to Monday 26 October 2009

Examination Period: Tuesday, 27 October to Saturday 14 November 2009 (inclusive)

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

Withdrawal dates: Information available via

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

Class Times and Room Numbers

Lectures take place twice a week on **Tuesday 1.40 pm to 3.30 pm** and **Wednesday 1.40 pm to 2.30 pm**. All lectures will take place in RH LT2. Times for the tutorials will be finalised in the second week of the course.

Course Content

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.

Course Learning Objectives

By the end of this course, students should be able to achieve the following objectives:

1. Explain the concept of tourism marketing and its role within the experience economy
2. Describe how the fundamentals of buyer behaviour are integral to tourism marketing
3. Evaluate how research contributes to the formulation of tourism marketing decisions
4. Appraise the social, ethical and economic aspects of tourism both within New Zealand and globally, including issues around sustainability in tourism
5. Plan and execute a relevant tourism marketing strategy

Course Delivery

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

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.

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

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 **3.30 pm Tuesday 14 July till 5 pm 17 July**.

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

Course Content 2009 (subject to change)

Week	Lecture	Tutorials & Assessment Due Dates	Chpt
Week 1 Beginning 13 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</i></p>	<p>No tutorial</p> <p>Task: Sign up for tutorials*</p> <p>*The S-cubed site will be available on Blackboard from 3.30 pm Tuesday 14 July till 5 pm 17 July.</p>	1
Week 2 Beginning 20 th July	<p>Tourism and the marketing framework</p> <p><i>Lecturer : Jayne Krisjanous</i></p>	No tutorial	2
Week 3 Beginning 27 th July	<p>Tourist markets</p> <p>Brief for Assignment Two handed out in lecture</p> <p><i>Lecturer : Jayne Krisjanous</i></p>	<p style="text-align: center;">Tutorial 1</p> <hr/> <p style="text-align: center;">CASE STUDY “Memories are made of this.” Hsu pp 361-362.</p>	3
Week 4 Beginning 3 rd August	<p>Marketing communications and tourism</p> <p><i>Lecturer : Jayne Krisjanous</i></p>	<p style="text-align: center;">Tutorial 2</p> <hr/> <p style="text-align: center;">Assignment drop- in session</p>	8
Week 5 Beginning 10 th August	<p>The tourism marketing services mix</p> <p><i>Lecturer Kim Fam</i></p>	<p>No tutorial</p> <p>Assignment One due: Friday 14th August by 4pm Post in MARK 204 box on Mezzanine floor, RH.</p>	5
Week 6 Beginning	<p>Research in tourism marketing</p>	<p style="text-align: center;">Tutorial 3</p> <hr/> <p style="text-align: center;">CASE STUDY</p>	4

17th August	<i>Lecturer : Kim Fam</i>	“The small museum and its struggle to survive.” Holloway, pp478-486.	
Week 7 Beginning 7th Sept	The product, price and pricing in tourism <i>Lecturer Kim Fam</i>	Tutorial 4	6 , 7
		CASE STUDY “Qinghai-Tibet Railway: Creating a symbolic experience of touring Western China.” Hsu pp226-228.	
Week 8 Beginning 14th Sept	Customer relationship management <i>Lecturer : Kim Fam</i>	Tutorial 5	10
		Assignment drop-in session	
Week 9 Beginning 21st Sept	Distribution <i>Lecturer : Kim Fam</i>	Tutorial 6	11
		CASE STUDY “Accessible tourism: making tourism available for all of us.” Hsu pp226-228.	
Week 10 Beginning 28th Sept	Destination marketing <i>Lecturer : Kim Fam</i>	No tutorial Assignment Two due: 1st October by 4pm Post in MARK 204 box on Mezzanine floor, RH.	12
Week 11 Beginning 5 th Oct	Events marketing Project Presentations <i>Lecturer : Kim Fam</i>	No tutorial	See handout
Week 12 Beginning 12th ^h Oct	Project Presentations <i>Kim Fam</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.

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: Tuesday 27 October to Saturday 14 November 2009.</i> <i>(Learning Objectives: 1,2,3,4)</i>	Date of the exam to be announced <i>Note: Students must be available during the entire examination period.</i>	50%
Individual assignment (2500 words) <i>(Learning Objectives: 1,2,3,4,5)</i>	Friday 14 Aug by 4pm (Week 5)	15%
Group project written report (3500-4000 words) <i>(Learning Objectives: 1,2,3,4,5)</i>	Thursday 1 Oct by 4pm (Week 10)	15% (Group assessment)
Group project presentation <i>(Learning Objectives: 1,2,3,4,5)</i>	Weeks 11 and 12 (timing and date to be advised)	10%
Tutorial participation <i>Includes: Case Study Preparation & Participation</i> <i>(Learning Objectives: 1,2,3,4)</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 MARK 204 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.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

<http://www.victoria.ac.nz/home/about/policy/academic.aspx>

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/