TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

Victoria Management School

TOUR 320 TOURISM PRACTICUM

Trimester One 2010

COURSE OUTLINE

COURSE COORDINATOR

Dr Mondher Sahli

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ADMINISTRATOR

Helen Jiang
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TRIMESTER DATES

Monday 1st March – Wednesday 30th June 2010 (inclusive)

Withdrawal from Courses:
Information available via

> **Withdrawal dates: Late withdrawals with Associate Dean (Students) permission (See Section 8: Withdrawals - from the Personal Courses of Study Statute)**
> http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf

> **Withdrawal dates: refunds:**
> http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx

Introduction

An important component of the Bachelor of Tourism Management is the practicum. Each senior undergraduate student is expected to complete 240 hours of work to gain practical experience within the tourism industry. This practicum course provides students with the opportunity to apply concepts and theories gained from other courses and their own reading to a better understanding of the functioning of some aspect of the tourism industry. The practicum is administrated under the supervision of the course coordinator and will also involve the production of an appropriate academic report. An outline of this report must be submitted to the course coordinator within three weeks of registration.

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

Overall Course Objectives

There is evidence to show that graduates who gain work experience as part of their tertiary qualifications get jobs more easily than those with similar qualifications but without the experience. It makes sense –employers want the qualifications and the experience!-

This practicum course offers opportunities for senior undergraduate students to:

- develop essential personal and interpersonal skills
- make contacts which lead to future career advantage and increase their confidence in identifying the right career path.
- acquire an appreciation for good leadership in a tourism workplace
- test and evaluate management concepts and theories in a practical context
- discuss the difference between the theoretical learning gained in class compared to the firsthand experience gained in a business
- gain an awareness of the business environment in which their host organisation takes place
- discuss the styles of management in operation at the host organisation
- understand the day-to-day skills, practices and operations involved in relevant tourism-related organisations.

Course-related Student Learning Objectives and Skills

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

- recognize the value of leadership in a tourism workplace
- understand the role and discuss the importance of applying concepts and research knowledge to practical situations.
- appreciate the value of leadership in a tourism workplace
- develop an understanding and appreciation of how to evaluate the potential of a tourism business.
- describe the nature of the business in terms of organizational structure; management and channels of communications; clients; products; competition; customer service strategy; marketing strategy; employee requirements and hiring criteria; quality appraisal systems and sustainability practices.
- identify the strengths, weaknesses, opportunities and threats of the host organisation and provide recommendations.
- clarify career interests
- gain experience in workplace

Course Content

Assessment of the industry experience is by an appropriate academic report (5500 words) to be submitted **by Friday 21 May 2010.**

Any questions concerning the appropriateness of work experience or research projects should be directed to the course coordinator.

Assessment

	Value	Due date
Milestone submission	-	**Monday, 15 March 2010**
Final submission	**100%**	**Friday, 21 May 2010**

The main objective of this exercise is to consolidate your knowledge and skills you have gained from the BTM and other courses and to develop vocational skills. Learning by doing and learning through more intense involvement is much more likely to result in real mastery and retention of the material than more passive forms of learning. That is why we encourage you to take the project report seriously and have some fun with it to explore concepts and theories learnt from other courses.

The assignment is to be presented in two parts, a **milestone submission on Monday 15 March 2010 and a final submission on Friday 21 May 2010.**

Milestone submission

No later than **Monday 15 March 2010**, please let the course coordinator know what you have chosen as your focus on the project. To do this, you are expected to prepare a brief summary of your report (500 words-about 2 pages). **Please make sure your email address is on the front page.**

It must be submitted and placed in the appropriate TOUR 320 box on the mezzanine floor of Rutherford House by 4:30 p.m. on the due date. This is a useful exercise in advance of the final report. *The earlier you submit written work, the more likely that we can provide you with timely feedback that you will be able to use in preparing your final report.*

Content
- Name of the company and its location
- Brief description of its vision and mission statements; key business objectives/goals; structure; product(s); clients; competitors.
- Statement of what you will cover in your report (e.g. what are the main features you expect to observe/discuss)
- Brief list of the range of sources of knowledge that you will use in your report, such as theory, primary and secondary research.

Final submission

This is the project report documentation. It should be **no more than 5500 words** in length, and fully referenced to include all the literature sources you have read. It must be submitted and placed in the appropriate TOUR 320 box **(number 20)** on the mezzanine floor of Rutherford House by **4:30 p.m. on the due date (Friday, 21 May 2010).**

The final report should be structured appropriately and integrate practical issues with a theoretical context where possible. It should comprise the following 12 sections described below.
   a. **Executive summary**
   b. **Introduction**
   c. **Company history**

d. **Mission statement**
e. **Critical appraisal of the internal environment**
f. **Critical appraisal of the external environment**
g. **SWOT analysis**
h. **Recommendations**
i. **Conclusion**
j. **References**
k. **Appendices**
l. **Letter from the employer**

Introduction

- The place of work
- Its geographic location; region/city/town accompanied by a sketch map
- Length of time - number of hours - at each place
- Tasks undertaken
- Define the visitor services area
- The nature of the service/s provided – transport, accommodation, attraction, activity etc
- Who the services are provided for: mainly (a) tourists and/or (b) other visitors
- Position and relative importance of the place and tasks in the broad tourist - visitor services spectrum - centrality of tourism (may relate to location)

A critical appraisal of the internal environment

- Describe the organizational structure of the company
- Comment on the management of the host organisation and its channels of communications – relate to theory
- Evaluate its HR management policies and career opportunities
- Describe the 'culture' of the place – compare and contrast different places, reasons?
- Lines of command or control, training and supervision provided – in-house training for those on a career path
- Is there a quality appraisal system in place? If so, what is it and how does it work? If not, why?
- What is the organisation's marketing strategy?
- Local or national or international?
- How important is each market segment
- How is marketing undertaken?
- How effective is the marketing programme?
- Is there an evaluation of the marketing programme, if so how is it undertaken, if not, why?
- What is its distribution strategy? is it effective?
- Are there legal and environmental issues associated with this business?

A critical appraisal of the external environment

- Identify the main competitors of the organisation
- What is the market-segment that it targets?
- Who are its suppliers?

SWOT analysis

- What are the organisation's strengths?
- How are they capitalised on?

- What are the weaknesses?
- In what ways and why are they weaknesses?
- How might the weaknesses be addressed?
- What are the organisation's opportunities? How are they capitalised on?
- What are the threats?

Communication

If you have any queries, you are welcome to contact the course coordinator by phone or email. Appointments can be made at any time that is mutually convenient.

An e-mail list of all students will be created and will be used to communicate information to all class members.

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 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 the tourism administrator (Rutherford House, Room 927, telephone: 463 5720).

Mandatory Course Requirements

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

1. complete 240 hours of approved industrial work experience,
2. submit a milestone report, and
3. submit the final report, and a letter from your employer confirming your work experience.

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.

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 *2009 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

TOUR320_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.

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

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support
http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx

Faculty of Commerce and Administration Offices
http://www.victoria.ac.nz/fca/studenthelp/

Manaaki Pihipihinga Programme
http://www.victoria.ac.nz/st_services/mentoring/