

School of Marketing & International Business

## **MARK 214 TOURISM MARKETING**

Trimester Two 2010

### **COURSE OUTLINE**

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#### **Names and Contact Details**

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

#### **Office Hours**

Jayne Krisjanous will be available in RH1118 (Rutherford House) on **Wednesdays 10.30 am to 12 noon**, 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 12<sup>th</sup> July – Friday 15<sup>th</sup> October 2010

**Study Period:** Monday 18<sup>th</sup> October – Thursday 21<sup>st</sup> October 2010

**Examination Period:** Friday 22<sup>nd</sup> October – Saturday 13<sup>th</sup> November 2010 (inclusive)

#### **Withdrawal from Courses:**

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute  
<http://policy.vuw.ac.nz/Amphora!~~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

### **Guest Speakers**

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

### **Class Times and Room Numbers**

Lectures take place once a week on **Wednesdays 12.40 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.

### **Tutorials**

Six weekly one-hour tutorials commence in **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 assignment and although optional, attendance is strongly recommended to establish yourself in an assignment group to work with.

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 Wednesday 14 July till 5 pm 16 July**. The tutorial groups and rooms will be posted on Blackboard by the end of Week 2.

### **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.

**Course Schedule 2010 (subject to change)**

<b>Week</b>	<b>Lecture</b>	<b>Tutorials &amp; Assessment Due Dates</b>	<b>Chapt</b>
<b>Week 1 Beginning 12 Jul</b>	Course introduction  What is tourism and tourism marketing?	No tutorial	<b>1</b>
<b>Week 2 Beginning 19 Jul</b>	Tourism and the marketing framework	No tutorial	<b>2</b>
<b>Week 3 Beginning 26 Jul</b>	Tourist markets  <b>Brief for Assignment Two handed out in lecture</b>	<b>Tutorial 1</b>	<b>3</b>
		<b>CASE STUDY</b> “Memories are made of this.” Hsu pp 361-362.	
<b>Week 4 Beginning 2 Aug</b>	Research in tourism marketing  The tourism marketing services mix	<b>Tutorial 2</b>	<b>4</b>
		Assignment group formation and ‘topic idea’ session	<b>5</b>
<b>Week 5 Beginning 9 Aug</b>	Marketing communications and promotion (i)	No tutorial	<b>8 &amp; 9</b>
<b>Week 6 Beginning 16 Aug</b>	Marketing communications and promotion (ii)  <b>In class Test Wednesday 18<sup>th</sup> August 1.30-2.30pm</b>	<b>Tutorial 3</b>	
		<b>CASE STUDY</b> “Zealandia and Wellington’s weather”	
<b>Study break</b>			

<b>Week 7 Beginning 6 Sept</b>	Destination marketing (Guest speaker)	<b>Tutorial 4</b>	<b>12</b>
		<b>TBA</b>	
<b>Week 8 Beginning 13 Sept</b>	The product, price and pricing in tourism	<b>Tutorial 5</b>	<b>6 &amp; 7</b>
		Assignment drop-in session	
<b>Week 9 Beginning 20 Sept</b>	Customer relationship management  Distribution	<b>Tutorial 6</b>	<b>10</b>  <b>11</b>
		<b>CASE STUDY</b> “Accessible tourism: making tourism available for all of us.” Hsu pp226-228.	
<b>Week 10 Beginning 27 Sept</b>	Events marketing  Project presentations	No tutorial  <b>Assignment due:</b> <b>Thursday 30<sup>th</sup> September by</b> <b>4pm</b> Post in MARK 204 box on Mezzanine floor, RH.	
<b>Week 11 Beginning 6 Oct</b>	Project Presentations	No tutorial	
<b>Week 12 Beginning 11 Oct</b>	Project Presentations Course review	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.

### Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **10 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.

### Group Work

The MARK 214 assignment is undertaken through group work. 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.

### 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.

### 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
<b>Individual test</b> <i>(Learning Objectives: 1,2,3,4)</i>	<b>Wednesday 11<sup>th</sup> August 1.40-2.30pm</b> <b>(Week 5)</b>	<b>15%</b>
<b>Group project written report</b> (3500-4000 words) <i>(Learning Objectives: 1,2,3,4,5)</i>	<b>Thursday 30<sup>th</sup> September by 4pm</b> <b>(Week 10)</b>	<b>15%</b> <b>(Group assessment)</b>
<b>Group project presentation</b>	<b>Weeks 11 and 12</b> (timing and date to be)	<b>10%</b>

	advised)	
<i>(Learning Objectives: 1,2,3,4,5)</i>		
<b>Tutorial participation</b> <i>Includes: Case Study Preparation &amp; Participation</i> <i>(Learning Objectives: 1,2,3,4)</i>	<b>Tutorial Session; Weeks 3, 6, 7 and 9.</b>	<b>10%</b>
<b>Final Exam</b> - Closed book, 2 hour duration. <i>Exam period: Friday 22 October to Saturday 13 November 2010.</i>  <i>(Learning Objectives: 1,2,3,4)</i>	<b>Date of the exam to be announced</b>  <i>Note: Students must be available during the entire examination period.</i>	<b>50%</b>
		<b>100%</b>

### **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. 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. By the end of **Week 4** you are expected to have organised yourselves into groups of not more than four and submit names and contact details of your group members to your tutor. The Week 4 tutorial is set aside for you to do this. 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 214 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 214 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 11<sup>th</sup> 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 214:

#### **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 10% 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.

### **Additional Information**

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

### **Examinations**

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period **Friday 22nd October – Saturday 13th November 2010 (inclusive)**

## **Mandatory Course Requirements**

To pass MARK 214, students must, in addition to obtaining an overall course mark of at least 50%:

1. 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.
2. Submit both assignments on time as outlined in the assessment section.
3. Attend the final examination and obtain a minimum mark of 40% in the final examination in order to pass the course as a whole.
4. Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

## **Class Representative**

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

## **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 214 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>

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](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/](http://www.victoria.ac.nz/st_services/mentoring/)