

Victoria Management School

**TOUR407 TOURISM ENTREPRENEURSHIP**

Trimester One 2011

**COURSE OUTLINE**

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**Course Coordinator**

**Dr Julia Albrecht**

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**Administrator**

**Helen Jiang**

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**Trimester Dates**

Monday 28 February – Friday 3 June

**Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
2. The standard last date for withdrawal from this course is 14 May 2011.  
After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation

The application form is available from either of the Faculty's Student Customer Service Desks.

**Class Times and Room Numbers**

Thursdays 13.40 – 16.30 in Rutherford House, RHG03

## **Course Learning Objectives**

### **BTM (Hons)/MTM Programme and Course-related Learning Objectives**

**Learning Goal #1:** Our graduates will possess and apply an advanced understanding of tourism management, be able to undertake and use research, and have a range of transferable skills.

#### *Learning Objectives*

Graduates will be able to:

- (a) demonstrate a critical understanding of theoretical and applied aspects of tourism management;
- (b) display an advanced appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources;
- (c) design and conduct independent research;
- (d) develop skills and knowledge that provide a solid platform for further postgraduate study.

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

#### *Learning Objectives*

Graduates will be able to:

- (a) think conceptually and analytically about tourism and its management;
- (b) synthesize and evaluate a range of tourism management issues;
- (c) access, evaluate and apply a range of information and data sources;
- (d) use innovative thinking and creative skills in the context of the tourism business environment and tourism research.

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

#### *Learning Objective*

Graduates will be able to communicate ideas and research findings articulately and effectively in a range of written and oral formats.

**Learning Goal #4:** By meeting the above learning goals, our graduates will display leadership and be able to assume positions of responsibility in the tourism industry and related sectors.

#### *Learning Objectives*

Graduates will be able to:

- (a) engage in effective decision making through their analytical, creative and communications skills and experience;
- (b) demonstrate a mastery of a wide range of tourism management concepts and techniques.

## Course Objectives

It is the aim of TOUR407 Tourism Entrepreneurship:

- To explain the nature and relevance of entrepreneurship in tourism
- To explore and critically discuss research on entrepreneurship in tourism
- To develop an appreciation of practical issues and techniques in tourism entrepreneurship through a local tourism business case study
- To build effective communication and leadership skills through discussion and an individual presentation

## Course-related Student Learning Objectives and Skills

On successful completion of the course, students should be able to

1. explore and critically assess research on tourism entrepreneurship, particularly in relation to small and medium tourism enterprises,
2. discuss and appraise research and techniques that inform entrepreneurship in tourism and related business decision making,
3. evaluate and apply tourism business planning and management techniques, and
4. communicate and argue critical issues in tourism entrepreneurship and tourism business management.

## Course Content

Entrepreneurial thinking and entrepreneurial behaviour are associated with product development and innovation, the development of new services, new processes and accessing new markets. This course explores theoretical and practical issues in entrepreneurship in tourism. The focus is on Small and Medium Tourism Enterprises as the majority of tourism businesses in most New Zealand and overseas destinations fall into this category. Topics include characteristics of entrepreneurship and small businesses in tourism, entrepreneurial behaviour, tourism business networks, innovation and business planning in a tourism context.

The first part of the course examines and discusses the relevant tourism literature, particularly recent journal articles, in order to develop an appreciation of current issues in tourism entrepreneurship. The second part of the course concentrates on practical issues related to strategic management for small and medium sized tourism businesses and their application in a local tourism business case study that forms part of the assessment of the course.

## Course Content

Week	Date	Topic	Preparation <u>in addition to readings</u>	Deadlines
1	3 March	Introduction, Entrepreneurship and entrepreneurial behaviour	-	
2	10 March	SMTE characteristics: NZ and international examples	Selection and informal 3 minute presentation of essay topic	
3	17 March	SMTEs and regional development	Students are encouraged to submit a preliminary structure of their essay > up to one page, printed > feedback can be picked	

			up from Helen on Monday 21 March	
<b>4</b>	<b>24 March</b>	Business cooperation and networks	In pairs: compare two tourism business networks of your choosing and identify similarities and differences. This exercise is a preparation for discussion in class.	
<b>5</b>	<b>31 March</b>	Entrepreneurship and innovation: the case of New Zealand		(Presentation)
<b>6</b>	<b>7 April</b>	Motivations and lifestyle entrepreneurship		(Presentation)
<b>7</b>	<b>14 April</b>	Commercial homes Women in tourism entrepreneurship		Essay due at 12noon
<b>Mid trimester break 18 April – 1 May</b>				
<b>8</b>	<b>5 May</b>	Business environments: scanning and decision-making	HEC application for business case study; details are announced in the session on 14 April	
<b>9</b>	<b>12 May</b>	Business visit: guided tour and discussion on site	Familiarisation with business visited today. Email questions for discussion to course coordinator by 10 May, 12noon.  Students are encouraged to submit a preliminary structure (or summary) of their report. > up to two pages, printed > feedback can be picked up from Helen on Monday 16 May	
<b>10</b>	<b>19 May</b>	Business planning I: the business plan		
<b>11</b>	<b>26 May</b>	Business planning II: risk management and contingency planning in tourism enterprises		Local business case study due at 12noon
<b>12</b>	<b>2 June</b>	Business planning III: franchising and other strategies. Assignment feedback, wrap-up and conclusion		

## **Course Delivery**

All classes are delivered in three-hour sessions. Students are expected to undertake preparatory reading each week for class activities and discussion.

## **Expected Workload**

According to the University's Assessment Handbook, students are expected to devote 10 hours per week to a 15-point course. Students are expected to come to class having read any preparatory materials and undertaken any directed preparation. Readings will be distributed during class each week.

## **Readings**

Selected references and readings will be given throughout the course but students are expected to use their own initiative for the assignments.

## **Assessment Requirements**

### **ASSIGNMENTS 1 and 2**

The purpose of assignments 1 and 2 is to develop and evaluate students' ability to a) identify relevant topics in tourism entrepreneurship and b) to critically discuss one topic of their choosing in the context of the wider tourism and tourism entrepreneurship literature and theory.

Using relevant tourism literature databases, each student is to identify a topic in tourism entrepreneurship that forms the basis for discussion in the essay as well as the presentation. In the class session on Thursday 10 March 2011, students are to briefly (3min) introduce their individual topics, highlight relevant aspects and explain their chosen essay discussion question(s). Once the course coordinator has accepted the chosen topic and questions as appropriate, students can start working on Assignments 1 and 2. Students are advised not to start work on the assignments before the class session on 10 March 2011.

### **ASSIGNMENT 1 – Individual Presentation (20%) 20 min presentation, 10 min moderated discussion**

Presentation of their essay topic provides students with the opportunity to explore and to critically assess a tourism entrepreneurship issue of their choice and to communicate and discuss their ideas and arguments. The assessment of the presentation will be based on content, communication, (if applicable) visualisation of the content, presentation skills and the moderation of the discussion after the presentation. Students are free to use PowerPoint, posters, handouts and/ or other presentation methods.

Presentations are scheduled for the period **31 March 2011 – 7 April 2011**. Dates are subject to change and will be confirmed once student numbers and topics are known.

### **ASSIGNMENT 2 – Individual Essay (30%) 2,500 – 3,000 words**

The essay must address the essay question(s) selected by the student and approved by the course coordinator in the class session on Thursday 10 March. Essays should be fully referenced. Credit will be given for choice of a relevant topic in tourism entrepreneurship, coverage of the literature, the depth of the discussion and the appropriateness of interpretation and conclusion.

Deadline: 12noon, Thursday 14 April 2011 – submit to Helen Jiang in RH 927.

### **ASSIGNMENT 3 – Individual Report: Local Tourism Business Case Study (40%) 3,500 – 4,000 Words**

Developing and conducting a tourism business case study will help students to gain insights into practical issues in tourism entrepreneurship. Aggregating and presenting relevant points in the form of a report will assist students in identifying and communicating central matters for tourism businesses.

Each student is to choose a local tourism business, analyse the respective business environment and interview the owner/ operator/ manager in order to gain insights into business planning decisions and to comprehend the rationale behind the business plan. A report that aggregates, discusses and analyses the knowledge gained and that provides a future outlook for the business is to be prepared.

Evaluation of the report will be based on the assessment of the business environment of the chosen tourism business, the discussion of insights into decision-making and business planning and the overall quality of the report in terms of structure, purpose and clarity.

Written consent from the business owner and/ or operator will be required for this assessment. Further details will be announced in the first session on 3 March 2011.

Deadline: 12noon, Thursday 26 May 2011 – submit to Helen Jiang in RH 927.

#### **Class participation**

Students' active participation in discussion and class activities is essential to developing critical thinking and communication skills and to acquire leadership experience.

Assessment: **10%** of the final grade

This will cover your preparation for each class (including the set readings), contribution to class discussions and debate. You are expected to attend all classes.

#### **ASSESSMENT REQUIREMENTS**

<b>Assignment</b>	<b>Title</b>	<b>Weight</b>	<b>Date</b>	<b>Course-related Student Learning Objectives</b>
1	Presentation	20%	31 March - 7 April	4
2	Individual Essay	30%	14 April	1
3	Local business case study	40%	26 May	3
4	Class participation	10%		2
	<b>TOTAL</b>	<b>100%</b>		

The four pieces of assessment are designed to evaluate your understanding of the key ideas from throughout the course and to assess the skills obtained from it. The assessments each relate to the Course-related Student Learning Objectives.

## Handing in Assignments

Students must prepare two copies of each assignment and keep the second copy for their own reference. Students should 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. Please submit your written assignments to Helen Jiang in room RH927.

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.

## Penalties - for Lateness & Excessive Length of Assignments

- (i) In fairness to other students, work submitted after any deadline will incur a penalty for lateness. The Tourism Management Group has implemented a standardised late penalty for all tourism courses. Students who submit late assignments will be penalised at a rate of 5% per day (including weekends). **Saturdays, Sundays and public holidays** will be included when counting the number of days late. Assignments received **more than 7 days after the due date** will not be accepted and the student will **automatically fail the Mandatory Course Requirements**.
- (ii) Extensions will only be granted under special circumstances. Students who wish to apply for an extension must contact the course coordinator before the due date. 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 duration of the illness. Please take note: workload pressures and computer problems are not a case for extension. Please submit late assignments to one of the course coordinators.
- (ii) Course Outlines provide a signal to students of forthcoming workload, dates of submission etc, and thus student study plans should take account of course requirements across all courses. Consequently, workload issues related to other courses and employment will not be accepted as reason for dispensation from mandatory requirements or waiver of penalties. **Extensions** to submission deadlines for any assigned work will only be granted in **exceptional circumstances**.
- (iii) Students who are unable to comply with any of the mandatory requirements should make a written application for an extension to the due date for submission of assigned work or for waiver of a penalty, **in advance**, to a course coordinator, providing documentary evidence of the reasons of their circumstances.

All such applications must be made **before** the deadline and be accompanied by documentary evidence, e.g. a medical certificate, or counsellor's report clearly stating the degree of impairment, and the dates the illness or event prevented you from undertaking your academic studies. This can be applied retrospectively.

- (iv) In the event of unusual or unforeseeable circumstances (e.g. serious illness, family bereavement or other exceptional events), that precludes an application in advance, students

should make contact with one of the course coordinators as soon as possible, and make application for waiver of a penalty as soon as practicable.

- (v) Word limits should be adhered to, especially so when they provide a guide to limiting the student's coverage of a topic. **The penalty will be 10% of the grade for an assignment which is 10% over the word limit.**

### **Mandatory Course Requirements**

To fulfil the mandatory course requirements for this paper you must

1. submit all written assignments within 7 days of the due date and
2. carry out your presentation on the agreed date (see Section Penalties (ii) for exceptions).

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.

### **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

### **Communication of Additional Information**

Information on all course-related matters will be announced in class.

**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**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://www.victoria.ac.nz/home/study)

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at [www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy), except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at [www.victoria.ac.nz/home/about\\_victoria/avcacademic/default.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx)

**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/)