

School of Management

**TOUR 401 RECENT ADVANCES IN TOURISM**

Trimester One 2012

**COURSE OUTLINE**

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**COURSE COORDINATOR**

Professor Doug Pearce

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Phone: 463 5715

Email: Douglas.Pearce@vuw.ac.nz

**ADMINISTRATOR**

Gillian Higgins

Room RH 1022, Rutherford House

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**SEMINAR TIME AND LOCATION**

**Seminars**

|                  |                |        |
|------------------|----------------|--------|
| Monday           | 9:30 – 12.20pm | RH G03 |
| 5 March - 28 May |                |        |

**Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 16 March 2012.
2. The standard last date for withdrawal from this course is Friday 18 May. 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.

## **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**

This course seeks to foster a critical appreciation of the tourism literature and to expose students to recent advances in tourism research. As such, TOUR 401, with TOUR 402, underpins other 400 tourism courses, the dissertation (TOUR 410) and the MTM thesis.

The first part of the course aims to develop a more critical appreciation of recent advances in tourism research by focused readings, critiques of selected concepts and presentations examining how and where progress is happening. The second part of the course focuses on the development and use of frameworks with particular reference to structuring and synthesising emerging trends in tourism research.

## Course-related Student Learning Objectives and Skills

By participating fully and actively in this course, you will develop your ability to:

- 1) think critically, conceptually and systematically about contemporary tourism issues;
- 2) access, synthesize and critique information and ideas relating to recent advances in tourism;
- 3) communicate your own ideas concisely, cogently and effectively; and
- 4) engage in constructive debate and discussion about a wide range of tourism matters and thereby develop your leadership skills.

### Assessment and Course Requirements

The three pieces of assessment are designed to evaluate your understanding of key ideas from throughout the course and to assess the skills obtained from it. To pass you must complete the assignments on time and to an appropriate standard (at least a C) and participate actively in class.

### Seminar 1

The aims of this assignment are to develop your ability to synthesize and critique the literatures of tourism, to explore a major issue of your choosing and to communicate your ideas to your peers.

*Topic: Identify and assess the advances that researchers have made in the last five years in addressing any major tourism management issue. What has been the nature of these advances: theoretical, methodological, widened scope, or improved application?*

Your paper should not exceed 4000 words and be fully referenced. Credit will be given for structure, breadth of reading and depth of interpretation. In particular, you should clearly establish what progress has been made in the area selected in terms of the dimensions outlined.

Presentations are scheduled for 2 **April**. The presentation should take approximately 15-20 minutes with 5-10 minutes given over to discussion. In your presentation you should outline the issue and highlight the nature of the progress that has been made. The written paper is due at 9am on **16 April**.

Assessment: **45%** of the final grade.

### Seminar 2

Preparation and presentation of your seminar paper provides you with the opportunity to explore an emerging theme in tourism research and to create and apply an original integrative framework to communicate your ideas:

*Topic: Develop an integrative framework to demonstrate the main characteristics of any significant emerging theme in tourism research. Outline the issues that are being raised, discuss why they have arisen, and appraise the ways in which they are being addressed.*

Your seminar paper should not exceed 4000 words and be fully referenced. Credit will be given for coverage of the literature, the appropriateness of the framework and informed interpretation of the emerging theme.

The presentation should take 25-30 minutes. You should outline the main characteristics of the emerging theme with reference to the framework you have developed and summarize the main issues that are being raised and the ways these are being addressed. Each presentation will be followed by 15 minutes of discussion to be led by a discussant. Discussants should begin by commenting on the structure of the framework and its usefulness for introducing the emerging theme. They should then direct and stimulate the discussion by asking for questions from other members of the class and by asking their own questions.

Assessment will be based on the written report and will constitute **45%** of the final grade.

Presentations are scheduled for the period **21-28 May**. The written paper is due at 5pm on **Monday 28 May**.

### **Class participation**

Your full and active participation is essential to develop your critical and communication skills, to acquire leadership experience and to get the most out of this course.

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

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

| <b>WEEK</b>   | <b>401 Programme</b>  |
|---------------|---|
| 1<br>5 March  | Introduction <ul style="list-style-type: none"> <li>- expectations of Honours and Masters;</li> <li>- developing a critical systematic approach to tourism</li> <li>- set and discuss first assignment</li> </ul> |
| 2<br>12 March | Advances in tourism research – what progress is being made?   |
| 3<br>19 March | Critically reviewing the literature   |
| 4<br>26 March | Critiquing tourism models   |
| 5<br>2 April  | Advances in tourism research presentations<br>Discuss second assignment   |
|               | <b>MID-SEMESTER BREAK – first assignment due 16 April</b>   |
| 6<br>23 April | Advances in tourism distribution research   |
| 7<br>30 April | Integrative frameworks for tourism  |
| 8<br>7 May    | Guest seminar: Developing and using frameworks in tourism – Cesar Guala.  |
| 9<br>14 May   | Frameworks in postgraduate research   |
| 10<br>21 May  | Emerging theme presentations (1)  |
| 11<br>28 May  | Emerging theme presentations (2)  |
| 12<br>4 June  | Queen’s Birthday (no class)   |

## Readings

The emphasis at this level is on a critical use of the literature, especially journals. Key ideas are developed from *Tourism Research: a 20-20 vision* edited by Douglas Pearce and Richard Butler (Goodfellow, 2010). Selected references and readings will be given throughout the course but students are expected to use their own initiative for the assignments.

## 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 assignments to Gillian Higgins, RH 1022.

## Quality Assurance Note

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 standardized late penalty for all tourism courses. Students who submit late assignments will be penalized 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**.

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 the course coordinator (Doug Pearce).

- (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, eg 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.**

### **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. |

### **Policy on Remarking**

Students may ask for their written work to be remarked. Course instructors in tourism management put tremendous effort into the grading of student assignments. Students are encouraged to speak with the course coordinator if they believe that their mark is not an accurate reflection of the quality of their work.

Application for remarks must be made within 5 days after the marks are available.

Allow up to 5 days for remarks to be completed.

### **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 online VUW library site (<http://www.vuw.ac.nz/library/research/reference/referencingguides.aspx>).

### **Communication**

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

## **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

MGMT300\_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.

## **Expected Workload**

According to the University's Assessment Handbook, students are expected to devote 10 hours per week to this 15-point course.

## **Class Representative**

A representative for all TOUR 400 level classes will be elected in the first week, and that person's name and contact details will be 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.

**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/>

### **Te Putahi Atawhai**

**Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>

