

School of Management

TOUR 320 TOURISM PRACTICUM

Trimester Two 2012

COURSE OUTLINE

COURSE COORDINATORS

Dr Karen Smith

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Dr Mondher Sahli

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CAREER DEVELOPMENT AND EMPLOYMENT

Liz Chinlund - ePortfolio Coordinator

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ADMINISTRATOR

Luisa Acheson

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TRIMESTER DATES

Teaching Period: Monday 16 July – Friday 19 October

WITHDRAWAL FROM COURSES:

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.
2. The standard last date for withdrawal from this course is Friday 28 September 2012. 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

You are required to attend 3 workshop sessions scheduled in weeks 1, 3, 5 and an additional optional session in week 11.

Workshop 1: Briefing session (compulsory)

Please attend **one** of the following introductory sessions:

Wednesday 18th July 2012 09:30-10:50 (RWW313) or Friday 20th July 2012 09:00-10:20 (RWW222)

Workshop 2: Careers workshop session (compulsory) Week beginning 30th July 2012*

Workshop 3: Introduction to ePortfolio (compulsory) Week beginning 13th August 2012*

Workshop 4: ePortfolio workshop (optional) Week beginning 8th October 2012*

* The time and location of these workshops will be scheduled once students' availability is determined; this will be done during week 1.

In addition, appointments with the course coordinators can be made at any time that is mutually convenient.

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 coordinators and will also involve the production of an appropriate academic report and a Tourism Career ePortfolio where you will record and reflect on your own experiences and achievements during the practicum.

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) demonstrate a breadth of tourism management expertise: managing tourism businesses, visitors, and impacts
- (d) 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 tourism management problems

Learning Objectives

Graduates will be able to:

- (a) assess, appraise, and synthesise a range of tourism management issues, plans, and concepts

- (b) identify, access, and evaluate a range of information and data sources
- (c) undertake and apply research in tourism management
- (d) analyse, evaluate, and interpret tourism data (on businesses, destinations, and industry sectors)
- (e) 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:

- (a) present original ideas and material effectively using a range of media
- (b) apply advanced written communication 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 individual and group decision making
- (b) develop an understanding of tourism leadership qualities and issues
- (c) acquire an appreciation for good leadership in the workplace through the practicum

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:

1. develop essential personal and interpersonal skills
2. make contacts which lead to future career advantage and increase their confidence in identifying the right career path
3. acquire an appreciation for good leadership in a tourism workplace
4. test and evaluate management concepts and theories in a practical context
5. discuss the difference between the theoretical learning gained in class compared to the firsthand experience gained in a business
6. gain an awareness of the business environment in which their host organisation takes place
7. discuss the styles of management in operation at the host organisation
8. 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:

1. understand the role and discuss the importance of applying concepts and research knowledge to practical situations
2. appreciate the value of leadership in a tourism workplace
3. develop an understanding and appreciation of how to evaluate the potential of a tourism business
4. 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

5. identify the strengths, weaknesses, opportunities and threats of the host organisation and provide recommendations
6. clarify career interests
7. gain experience in workplace

COURSE CONTENT

You will need to complete 240 hours of work to gain practical experience within the tourism industry. It is your responsibility to find a suitable workplace or number of workplaces for your practicum course. The workplace may be a current or recent place of employment. The work experience can be paid or voluntary. Note that relevant opportunities may be advertised on Career Hub and/or Tourism Course Blackboard sites. Any questions concerning the appropriateness of work experience or research projects should be directed to the course coordinators.

Assessment of the industry experience is by an appropriate academic report and the development of a Tourism Career ePortfolio.

COURSE DELIVERY

The majority of this course is 240 hours of approved work experience. In addition, you are required to attend 3 workshop sessions (plus there is an additional optional session).

EXPECTED WORKLOAD

TOUR320 is a 15-point course. In addition to the 240 hours of practical experience the course requires the production of an academic report based on the practicum and the development of an ePortfolio.

READINGS

There is no set text for this course but students should draw on the wider literature from previous courses and the BTM.

Sources and support on reflective writing will be provided in the ePortfolio workshop (week 5).

Jobs, Resources, Events and Workshops for current students and graduates: Victoria CareerHub:
<http://careerhub.vuw.ac.nz>

KEY DATES AND DEADLINES

| WEEK | WEEK BEGINNING | DATE | WORKSHOP | ASSIGNMENT |
|------|--------------------------|--|--|---|
| 1 | 16 th July | Wednesday 18 th July 9.30-10.50am RWW313 <i>or</i> Friday 20 th July 9.00-10.20am RWW222 | Workshop 1. Briefing session An overview of the course and requirements | |
| 2 | 23 rd July | Thursday 26 th July (noon) | | Submit 1.a) Project Report Milestone |
| 3 | 30 th July | <i>To be confirmed</i> * | Workshop 2. Careers Workshop Introduction to Vic Careers and CV preparation | |
| 4 | 6 th August | Thursday 9 th August (noon) | | Submit 2.a) CV/Resume |
| 5 | 13 th August | <i>To be confirmed</i> * | Workshop 3. Introduction to ePortfolio Introduction to reflective writing and getting started on your ePortfolio | |
| 6 | 20 th August | Thursday 23 rd August (noon) | | Submit 2.b) ePortfolio milestone |
| | | | | |
| 10 | 1 st October | Thursday 4 th October (noon) | | Submit 1.b) Final Project Report |
| 11 | 8 th October | <i>To be confirmed</i> * | Workshop 4. ePortfolio Workshop (optional) An opportunity to further develop your reflective writing skills | |
| 12 | 15 th October | Thursday 18 th October (noon) | | Submit 2.c) ePortfolio Reflection |

* Each workshop will run at least twice. You need only attend one of each workshop.

These workshops will be scheduled once students' availability is determined – this will be done during week 1.

If you are not able to make the scheduled times due to timetable clashes, you need to contact karen.smith@vuw.ac.nz to make other arrangements.

ASSESSMENT

The main objective of this course 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 Tourism Career ePortfolio will provide the opportunity to reflect on your personal and professional development and get support in considering your future career path.

In designing the two course assessments, there are built-in opportunities to receive feedback on your progress before the final graded submissions.

| Assignment | | Value | Length | Due date (all Thursdays, noon) | Course Objectives | Student Learning Objectives and Skills |
|------------------------------|--------------------------|-------|--------------|-----------------------------------|-------------------|--|
| 1. Project Report | a) Milestone | - | c. 500 words | 26 th July | 3-8 | 1-5 |
| | b) Final report | 85% | 5,000 words | 4 th October | | |
| 2. Tourism Career ePortfolio | a) CV/Resume | - | See below | 9 th August | 1-3 | 6, 7 |
| | b) ePortfolio milestone | - | | 23 rd August | | |
| | c) ePortfolio reflection | 15% | | 18 th October | | |

Assignment 1: Project Report

The Project Report assesses your achievement of overall course objectives 3 to 8, and course-related learning objectives and skills 1 to 5.

The assignment is to be presented in two parts, a milestone submission on Thursday 26th July and a final submission on Thursday 4th October.

a) Milestone submission

No later than **noon Thursday 26th July**, please let the course coordinators 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 (number 20) on the mezzanine floor of Rutherford House **by noon on the due date.** Also submit an electronic copy to Mondher.sahli@vuw.ac.nz.

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.

b) Final Report (85%)

This is the project report documentation. It should be **no more than 5,000 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 **noon on the due date (Thursday 4th October 2012)**. It is also recommended that you send an electronic copy to Mondher.Sahli@vuw.ac.nz.

The final report should be structured appropriately and integrate practical issues with a theoretical context where possible. It should comprise the following 13 sections; further details will be provided in the first workshop.

- Executive summary
- Table of contents
- Introduction
- Company history
- Mission statement
- Critical appraisal of the internal environment
- Critical appraisal of the external environment
- SWOT analysis
- Recommendations
- Conclusion
- References
- Appendices
- Letter from the employer

Assignment 2: Tourism Career ePortfolio

This set of assignments assesses your achievement of overall course objectives 1 to 3, and course-related learning objectives and skills 6 and 7.

The aim is to encourage you to reflect on your career path and what you have learnt from your Practicum work experience. Through your work experience you may identify your strengths and skills, find tasks you enjoy doing, and work out what you are good at. In doing so, it may help clarify the career you would like to pursue. The work experience may also identify your weaknesses, perhaps skills or knowledge areas you need to develop further, or show you what you don't enjoy doing. In doing so, it may clarify what you *don't* want to do as a career.

This assignment requires you to reflect on just these issues and provides tools to clarify and support your career development.

The assignment comprises three elements which fit with three workshops delivered in collaboration with Vic Careers staff.

a) CV/Resume

You will attend a workshop in week 3 run by Vic Careers that will introduce you to the Vic Careers services and resources, and get you started on preparing or revising your CV, including introduction to Career Hub and the My Resume/CV Builder.

By noon **Thursday 9th August** (week 4) you should **submit a copy of your CV** to the TOUR 320 box (number 20) on the mezzanine floor of Rutherford House. Also submit an electronic copy to karen.smith@vuw.ac.nz. You will then receive feedback and advice.

You can submit either:

- i) a generic CV, or
- ii) a CV tailored to a specific job or opportunity (please include details of the job/opportunity).

Each person's background and experiences are different and so their CV will also differ, therefore there is no word limit given for this assignment.

b) and c) ePortfolio

An ePortfolio is a digital collection of examples of your experiences, skills and achievements, and your reflections on these over time, which you can share with different audiences.

It covers your academic, personal and professional development and enables you to:

- Showcase and reflect on your studies, work and progression
- Increase your confidence and illustrate your capability with reflection
- Communicate your skills, accomplishments and Victoria University of Wellington's graduate attributes
- Prepare for CVs and interviews

Two workshops will be run by Liz Chinlund ePortfolio Coordinator at Vic Careers. The week 5 workshop is compulsory and will cover reflective writing and get you started on your ePortfolio. The week 11 workshop is optional and will focus on the final ePortfolio assignment.

You access the ePortfolio using Victoria CareerHub: <http://careerhub.vuw.ac.nz>. Therefore please ensure that you register on CareerHub prior to the first workshop.

b) ePortfolio milestone

By noon **Thursday 23rd August**, submit your ePortfolio reflecting on: **How has your Practicum work experience developed your interpersonal skills?**

You will first need to write a paragraph (no more than 250 words) describing your Practicum work experience role.

Your reflection should then be between 300 and 500 words.

You will receive feedback on this reflection, and may wish to incorporate elements of this reflection into the final assessment.

Further guidance will be provided in the ePortfolio workshop (week 5), including details of how to submit your ePortfolio for review.

c) ePortfolio Reflection (15%)

By noon **Thursday 18th October**, submit your ePortfolio reflection on:

i) To what extent has your Practicum work experience clarified your career interests and career path? (write between 700 and 850 words)

ii) As a result of your Practicum work experience, what is your short and/or long term career goal and what are the specific actions required to achieve it? (write no more than 250 words)

You will also need to write a paragraph (no more than 250 words) describing your Practicum work experience role. This can be the same as b) above, although you should take on board any feedback; you can also draw on this paragraph for your Project Report.

Further guidance will be provided in the ePortfolio workshops in week 5 and 10.

COMMUNICATION

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

There is a Blackboard site where messages regarding the course will be posted. There will also be an ePortfolio workgroup where you can access relevant materials.

MANDATORY COURSE REQUIREMENTS

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

1. Complete 240 hours of approved industrial work experience;
2. Submit a letter from your employer confirming your work experience; and
3. Submit all assignments within the allowable timeframe (see Penalties section)

Notice of Failure to meet Mandatory Course Requirements will be posted on Blackboard or on the Rutherford House notice boards.

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 Luisa Acheson, School of Management Reception RH 1022, Rutherford House. Phone: 463 5720. Email: luisa.acheson@vuw.ac.nz

CLASS REPRESENTATIVE

A class representative will be elected in the introductory session, 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.

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.

GRADING GUIDELINES

The following broad indicative characterisations of grade will apply in grading assignments:

| | |
|-------|---|
| 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 *2012 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.

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

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, 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/avcademic/default.aspx

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

Faculty of Commerce Office <http://www.victoria.ac.nz/vbs/studenthelp>

**Te Putahi Atawhai
Maori and Pacific Mentoring Programme**
<http://www.victoria.ac.nz/tpa/>