

School of Management

TOUR 320 TOURISM PRACTICUM

Trimester 3, 2012

COURSE OUTLINE

COURSE COORDINATOR

Dr Karen Smith

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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

From 7th January – 7th February 2013.

WITHDRAWAL FROM COURSE

1. Your fees will be refunded if you withdraw from this course on or before 14 January 2013.
2. The standard last date for withdrawal from this course is 5 February. 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.

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. Workshops, online materials and the course coordinator will provide support and guidance on each element of the course.

BACHELOR OF TOURISM MANAGEMENT (BTM) LEARNING GOALS AND 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 Objectives - 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 employees who have 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 coordinator.

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

COURSE DELIVERY, INCLUDING CLASS TIMES AND ROOM NUMBERS

The majority of this course is 240 hours of approved work experience.

The teaching elements of this course are timetabled to accommodate students who will be undertaking the work experience during the summer period, including those working outside Wellington. Students unable

to attend the briefing/workshops should contact the Course Coordinator. Materials will also be available online to support students.

Practicum Briefing, CV workshop, and Introduction to ePortfolio

This session will start with an overview of TOUR320, including the assessments. This will be followed by two 50 minutes workshops run in conjunction with Vic Careers staff. These cover employability skills, including writing a CV, and an introduction to the ePortfolio software you will use during the course.

Either: **Wednesday 17th October** (1.40pm-4.30pm) Meet at 1.40pm in RH LT2

Or: **Tuesday 27th November** (9.30am-12.20pm) Meet at 9.30am in RWW314

ePortfolio workshop

This optional workshop provides the opportunity to focus on your final ePortfolio submission.

Wednesday 30th January 2013 – *times to be confirmed*

In addition, resources are available online and an appointment with the Course Coordinator or ePortfolio Coordinator can be made at any time that is mutually convenient.

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.

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

KEY DATES AND DEADLINES

DATE	TEACHING*	LINKED ASSIGNMENT	ASSESSMENT DEADLINE (by 12 noon)	Important note on assignment deadlines
Wednesday 17th October 2012 (1.40-4.30pm) Meet at 1.40pm in RH LT2 Or Tuesday 27th November 2012 (9.30am-12.20pm) Meet at 9.30am in RWW314	Course briefing An overview of the course and requirements	1.a) Business Project Report Milestone	Monday 3 rd December 2012	The deadlines are scheduled to fit the workshop programme. However (and particularly if you are attending the workshops on 17 th October), you are <u>strongly encouraged</u> to complete the CV and ePortfolio milestone <u>as soon as possible</u> following your workshop, while the material is still fresh in your mind. Similarly, the earlier you submit your Project Report milestone, the sooner you will receive feedback that you will be able to use in preparing your final report.
	Careers workshop Introduction to Vic Careers and CV preparation	2.a) CV/Resume	Friday 7 th December 2012	
	Introduction to ePortfolio Introduction to reflective writing and getting started on your ePortfolio	2.b) ePortfolio milestone	Friday 14 th December 2012	
		1.b) Final Business Project Report	Wednesday 30th January 2013	
Wednesday 30th January 2013 (times to be confirmed)	ePortfolio Workshop (optional) An opportunity to further develop your reflective writing skills	2.c) ePortfolio Reflection	Thursday 7th February 2013	

* Students unable to attend the briefing/workshops should contact the Course Coordinator karen.smith@vuw.ac.nz. Materials will also be available online to support students.

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 business 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* (12 noon)	Submission	Course Objectives	Student Learning Objectives and Skills
1. Business Project Report	a) Milestone	-	c. 500 words	Mon 3 rd Dec*	By email	3-8	1-5
	b) Final report	85%	5,000 words	Wed 30th Jan	Box 20 Mezzanine Floor Rutherford House, and also email.		
2. Tourism Career ePortfolio	a) CV	-	See below	Fri 7 th Dec*	By email	1-3	6, 7
	b) ePortfolio milestone	-		Fri 14 th Dec*	Electronically: ePortfolio		
	c) ePortfolio reflection	15%		Thurs 7th Feb	Electronically: ePortfolio		

* Important note on assignment deadlines:

The deadlines are scheduled to fit the workshop programme. However (and particularly if you are attending the workshops on 17th October), you are **strongly encouraged** to complete the CV and ePortfolio milestone **as soon as possible** following your workshop, while the material is still fresh in your mind.

Similarly, the earlier you submit your Business Project Report milestone, the sooner you will receive feedback that you will be able to use in preparing your final report.

ASSIGNMENT 1: BUSINESS PROJECT REPORT

The Business 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 by Monday 3rd December 2012 and a final submission on Wednesday 30th January 2013.

a) Milestone submission

No later than **noon Monday 3rd December 2012** (but preferable earlier if you attend the first briefing session), 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).

You should submit this via email to: Karen.Smith@vuw.ac.nz (A hard copy is not required)

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

- Your name, student ID, contact details, and job title
- 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 Business Project Report (85%)

The Business Project Report 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 Wednesday 30th January 2013**. Please also submit an electronic copy to Karen.Smith@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 sections; further details will be provided in the briefing session.

- 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 confirming your work experience

ASSIGNMENT 2: TOURISM CAREER E-PORTFOLIO

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 workshops delivered in collaboration with Vic Careers staff.

a) CV

You will attend a workshop 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 Friday 7th December you should **submit a copy of your CV** by email to karen.smith@vuw.ac.nz (if you attend the first workshop on 17th October, you are encouraged to submit this soon after the workshop while the advice is fresh). You will then receive feedback and advice from Vic Career Advisors.

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 job applications and interviews

Two workshops will be run by Liz Chinlund ePortfolio Coordinator at Vic Careers. The first workshop (17th October or 27th November) covers reflective writing and get you started on your ePortfolio. A second workshop will be run on Wednesday 30th January 2013 – this workshop is optional but will give you the opportunity to focus on the final ePortfolio assignment.

You access the ePortfolio using Victoria CareerHub: <http://careerhub.vuw.ac.nz>.

b) ePortfolio milestone

The deadline for this milestone is noon on **Friday 14th December**. However, if you attend the first workshop on 17th October, you are encouraged to submit this sooner.

Submit your ePortfolio reflecting on one of the following skills: interpersonal, teamwork, or problem-solving skills. (If you wish to focus on another skill, please first discuss this with the Course Coordinator).

How has your Practicum work experience developed your interpersonal or teamwork or problem-solving 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, including details of how to submit your ePortfolio for review.

c) ePortfolio Reflection (15%)

By noon **Thursday 7th February**, 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 include 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 Business Project Report.

Further guidance will be provided in the ePortfolio workshops.

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 is also a TOUR320 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;
3. Attend the career workshops (or make other arrangements with the course coordinator); and
4. 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 by email/ePortfolio except for the hard copy of the Business Project Report, which should be handed 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.

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>).

LINK TO GENERAL INFORMATION

For general information about course-related matters, go to <http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

NOTE TO STUDENTS

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.