

School of Marketing & International Business

MARK 214 TOURISM MARKETING

Trimester 2, 2013

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator:	Dr. Jayne Krisjanous
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Office hours: (or by appointment)	Tuesdays 10.30am – 11.20 am
Course Administrator:	Jessie Johnston
Office:	RH 1121, Rutherford House
Phone:	04-463 5330
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Office Hours:	Monday to Friday 9.00am – 4.00pm

Guest speakers may also contribute to this course. This information will be communicated to the class throughout the trimester.

Trimester Dates

Teaching Period:	Monday 15 July – Friday 18 October
Study Period:	Monday 21 October – Thursday 24 October
Examination Period:	Friday 25 October – Saturday 16 November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before **Friday 26 July 2013**
2. The standard last date for withdrawal from this course is **Friday 27 September 2013**. 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

Lectures:

Tuesdays:	9.30 am	-	10.20 am	RHLT2.
Fridays:	9.30 am	-	10.20 am	RHLT2.

If you are unable to attend a lecture, please make arrangements with another student in the class, to review the notes. You should also refer to the blackboard site for a general outline of material covered.

Course Delivery

Course learning objectives will be met through attendance at lectures, presentations by guest speakers and students, course readings, and the preparation of work for course assessment, both individually and in groups.

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 so that the group meets the project criteria and requirements. It is important that you establish ways of working with and contacting each other as quickly as possible.

Expected Workload

MARK 214 is a 15-point course. In keeping with this, students should plan to allocate roughly 10 hours of study per week, over the 15-week trimester for MARK 214. This time includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination. 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.

Prescription

This course examines specific approaches to planning, controlling and organising marketing for the tourism industry. It presents the major decisions that marketers have to make in tourism ventures and focuses upon two areas: marketing research and marketing planning in the context of tourism organisations. Specific guidelines are presented for both these activities.

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 Content

Week	Lecture	Tutorials & Assessment Due Dates	Chapter
Week 1 15 Jul	Course introduction What is tourism and tourism marketing?	Sign up for tutorials on s-cubed	1
Week 2 22 Jul	Tourism and the marketing framework Tourist markets Brief for Group Project discussed in class		2 & 3
Week 3 29 Jul	Guest speaker: Selena Murray Research in tourism marketing	Tutorial 1	4
		Group formation and project ideas (compulsory)	
Week 4 5 Aug	The tourism marketing services mix The product in tourism		5 & 6
Week 5 12 Aug	Marketing communications and promotion (i) In-class Test Friday 16 August 9.30 am-10.20 am		8 & 9
Week 6 19 Aug	Guest speaker: Nick Thompson Marketing communications and promotion (ii)	Tutorial 2	8 & 9
		Project topic presentation (compulsory)	
<i>Study break</i>			
Week 7 9 Sept	Social media and tourism marketing Price and pricing in tourism	Tutorial 3	7
		Project development (compulsory)	
Week 8 16 Sept	Customer relationship management Distribution		10 & 11

Week 9 23 Sept	The special interest tourist Destination and Events marketing	Tutorial 4	12
		Group project consultation	
Week 10 30 Sept	Marketing of Dark Tourism Catch up	Hand in Group Project 3pm Tuesday 1st October	
Week 11 7 Oct	Case studies in tourism marketing	Tutorial 5	
		Project presentations (compulsory)	
Week 12 14 Oct	Course review Exam preparation		

Note: There may be a need to revise some of these dates, depending on availability

Tutorials

Five weekly one-hour tutorials commence in Week 3. These tutorials are focused on the group project. Attendance at all tutorials, except Tutorial 4, is compulsory and forms part of Mandatory Course Requirements for MARK 214. Tutorials 2 and 5 require groups to present. Tutorial 4 is set aside for you and your group to talk to your tutor about the assignment and although optional, attendance is strongly recommended.

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 on the Blackboard site. The S-cubed site will be available on Blackboard from **10.30 am Tuesday 16th July till 5 pm Friday 19th July**. Final student allocation to tutorial groups and rooms will be posted on Blackboard by the end of Week 2.

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

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
Final Examination - Closed book, 2 hour exam.	Date of the exam to be announced Students must be available during the entire examination period.	50%
In-class Test (50 minutes duration)	Week 5: Friday 16th August	25%
Group Project (5,000 word limit)	Week 10: 3pm Tuesday 1st October	15% <i>(shared mark)</i>
Final Group Project Presentation	Week 11 Tutorial 5 (individually assessed)	10%
		100%

Penalties: Written Project

1. **Late Penalty:** In fairness to other students, work submitted after the deadline (3 pm on the due date) will incur a penalty for lateness. Late assignments will carry a penalty of **10% of the available grade for each day late**. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the course lecturer.
2. **Word Count:** Failure to adhere to the word count limit will incur a penalty of **5% for each 500 words** over the limit.
3. **Referencing:** Proper and accurate APA referencing is required in these assignments.

Failure to meet group obligations

If a complaint is made by members of a project group because they feel a group member has not met group deadlines or commitments in a reasonable manner, the Course Coordinator will suggest ways in which the issue can be successfully resolved in a timely manner. If this is not successful and there is obvious evidence that a group member has failed in meet obligations, an individual penalty may be imposed by the Course Coordinator, following investigation of the matter.

Group Project Information

The group project is a major focus of the course and as such teamwork is encouraged. The 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 3 you are expected to have organised yourselves into groups of four (in some cases five) and submit names and contact details of your group members to your tutor. The Week 3 tutorial is set aside for you to do this. Group details will be placed on the Blackboard site later in the week. If you are not present at the tutorial when time is

set aside to form groups, you will need to find an existing group to join upon your own initiative by the end of Week 4 at the latest.

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. Likewise, attendance at group presentations is compulsory, as this is an integral part of the course content and your learning. Exposure to the ideas and presentations of campaigns developed by fellow students on their chosen topics is an invaluable extension to your understanding of the tourism marketing field, both from a theoretical and practitioner perspective.

Handing in and return of Group Project

The **group project** must be **signed in** by one member of the group at the SMIB office (RH1121) by **3 pm** on the day it is due. Any work received after 3 pm will be deemed late and incur penalties.

Where possible, the project 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.

The **group project** must be **signed in** by one member of the group at the SMIB office (RH1121) by **3 pm** on the day it is due. Any work received after 3 pm will be deemed late and incur penalties.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

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 following period:

Friday 25 October – Saturday 16 November (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50 or better, students must:

1. Attend and present work as outlined in the assessment section and course schedule (written group project and group project presentations, in-class test and examination)
2. Attend all tutorials where attendance is compulsory (1, 2, 3 and 5) **and**
3. Obtain a minimum mark of 40% in each piece of assessment: test, project presentation and written report and final examination.

Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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

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.

Student feedback

Student feedback on University courses may be found at: www.cad.vuw.ac.nz/feedback/feedback_display.php

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.
